

# STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION



## END-OF-YEAR REPORT

JULY 2022 - JUNE 2023





## 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: Geoff L Johnson Photography, Queen City Photography, John K. Craft, Mike Hoover, and Kyle Yates Photography.*

# TABLE OF CONTENTS

|   |    |
|---|----|
| Agreement with the City of Staunton . . . . .                                   | 4  |
| Board of Directors & Staff. . . . .   | 12 |
| 2021 - 2022 Annual Report . . . . .   | 14 |
| Event Reports . . . . .   | 21 |
| Shop & Dine Out in Downtown . . . . .   | 22 |
| 'A Lil' Statler Brothers Exhibit' at THE SPACE . . . . .                        | 23 |
| Fourth of July Parade. . . . .  | 24 |
| Annual Celebration . . . . .  | 25 |
| Fall Happenings . . . . .   | 26 |
| Veteran's Day . . . . .   | 28 |
| Staunton Christmas Parade . . . . .   | 29 |
| Saturdays in December. . . . .  | 30 |
| Queen City Women's Day. . . . .   | 35 |
| Spring Hoppenings & "That Downtown Chick" . . . . .                             | 36 |
| Marketing Campaigns . . . . .   | 39 |
| Staunton Stories . . . . .  | 40 |
| Be Yourself in Downtown Staunton . . . . .                                      | 41 |
| Michelle's Wreaths & Trees. . . . .   | 42 |
| Activity Reports . . . . .  | 43 |
| Central Business District Occupancy . . . . .                                   | 58 |
| Main Street Reports . . . . .   | 69 |
| FY23 Work Plan . . . . .  | 72 |
| FY24 Approved Budget . . . . .  | 85 |
| Compiled Financial Statements June 30, 2022 - Audit from Didawick & Co. . . . . | 89 |



# AGREEMENT WITH THE CITY OF STAUNTON

The agreement linked below and on the following pages comprise the Fiscal Year 2023 (July 1, 2022 through June 30, 2023) 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.

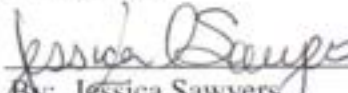
**City of Staunton, Virginia**

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**

112 South New St.  
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Associate VP for External Affairs  
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**Len Doran**

**Immediate Past President, Organization Chair**

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**Treasurer**

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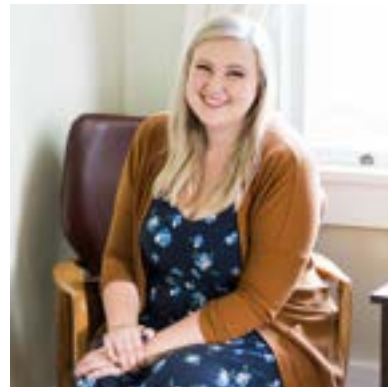
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# ANNUAL REPORT

## JULY 2021 - JUNE 2022

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 return of the Staunton Christmas Parade, new banners for Downtown, and the grand opening of the Space. 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



Annual Report | July 2021 - June 2022  
A Year in Review

# A Letter from the President...

This past year was a very prosperous one for the SDDA. We had many new, successful projects and continued with some traditional favorites as well...

We had our Downtown businesses renewing their memberships, as well as welcoming many new members, Finding pumpkins in our Downtown businesses had children of all ages enjoying the crisp fall air during our Fall happenings, and Small business Saturday encouraged our community to get out and shop small and buy local.

One of the highlights of the past year was that Staunton's beloved Christmas parade made a comeback, finally! The streets were packed full with our community residents from adults to the wee little ones seeing their first Christmas parade. Everyone was thrilled to see Santa, his sleigh and nine reindeer. SDDA continued the holiday spirit during the next three Saturdays in December, with Santa sightings in several locations throughout Downtown, as well as Santa's reindeer. Many families brought their children to one or more of these fun filled Saturdays.

As the Spring and warmer weather approached and the Farmer's Market got started back up, the SDDA's Downtown Chick could be found peeping around Downtown, greeting everyone, handing out special treats for the children, and bringing smiles! Spring also brought back the flowers on Beverley, which have always been a delight for all throughout the City.

One of SDDA's new projects, The Space, was met with lots of support from business owners and residents of our community. We look forward to using and expanding this space in the new year.

Our SDDA has worked very hard and continue to work hard for our Downtown so all can enjoy and experience how special the Staunton community is.

*Jessica Sawyers*



# 2021-2022 DOWNTOWN HAPPENINGS



## Return of the 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 staff and reps from Columbia Gas of Virginia.



## New Downtown Banners

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.



## Opening of 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.



# THANK YOU TO OUR SUPPORTERS!

## Event Sponsors

The Well Balanced Paw, Pet Wellness Shoppe Barkery  
Mill Street Body & Soul Day Spa  
Emilio's Italian Restaurant  
Redbeard Brewing Company  
Woodrow Wilson Presidential Library and Museum  
The Book Dragon  
BAJA Bean  
Latitudes Fair Trade Store  
DuPont Community Credit Union  
Columbia Gas of Virginia  
McKee Foods  
CMA Valley Dealerships  
Shenandoah Dermatology  
LIFT Mattress  
Tammy Warren  
Bears & Blankets Academy of Learning  
The Blackburn Inn  
City National Bank  
KK Homes  
Bankers Insurance  
Derek Flory, Mountain Valley Homes

## In-Kind Donors

Shifflett's Auto Repair

## Property Renters + Members

AugustaK9Trails, LLC  
Birch Gardens Assisted Living  
Cider from Mars  
Cocoa Mill Chocolates  
Depot Grille  
Essentially Zen Shop  
Goat Planning Insurance  
H. L. Lang Jewelers  
Heirloom Home  
Lady Virginia Vintage  
Laughing Bird Pho  
Lift Mattress Company  
Little Shoppe of Crystals  
Made; By the People for the People  
Marion's Candles  
Mediation in Motion LLC  
Medieval Fantasies Co.  
Mill Street Body and Soul Day Spa  
Mill Street Grill

Newtown Eatery, LLC  
Nu-Beginning Farm - The Store  
Paris Cake Company  
Pufferbellies Toys and Books  
Rebekah Saunders  
Redwood & Co.  
Refill Renew  
Silver Line Theatre Exchange  
Staunton Farmers Market  
The Basement on Byers  
The Blackburn Inn  
The Book Dragon  
The Split Banana Co.  
The Well Balanced Paw  
Vera Hailey  
Willow Kelly  
Yelping Dog Wine

## 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.

## Property Owners

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  
Morocha 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.  
Scroggum, 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



# OUR BOARD AND STAFF



## Current Board of Directors and Staff

Jessica Sawyers | *President & Organization Chair*  
Len Doran | *Immediate Past President*  
Claire A. Richardson | *Vice President*  
Tammy Warren | *Treasurer*  
Liesel Crosier | *Secretary*  
Leslie Beauregard | *Ex Officio*  
Mayor Andrea Oakes | *City Council Liaison*

Sarah Lynch | *Economic Vitality Chair*  
Jessica Godsie Sawyers | *Promotions Chair*  
Brad Arrowood | *Design Chair*  
Greg A. Beam | *Executive Director*  
Michele Waitier | *Assistant Executive Director*  
Ellen Ashby | *Finance Manager*



VISIT US ONLINE!  
[www.StauntonDowntown.org](http://www.StauntonDowntown.org)  
EXPLORE | LIVE | SUPPORT  
DOWNTOWN STAUNTON



# EVENT REPORTS

## JULY 2022- JUNE 2023

In lieu of the traditional activity reports, the SDDA has compiled all relevant information on events and happenings that occurred from July through December 2022. Each event will have relevant information and pictures included in their report. Events in this section include:

- Shop & Dine Out in Downtown
- The Space
- The 4th of July Parade
- Annual Celebration
- Fall Happenings
- Veteran's Day
- Staunton Christmas Parade
- Saturdays in December

# SHOP & DINE OUT IN DOWNTOWN

## OVERVIEW

SDDA entered the third season of the popular “[Shop & Dine Out in Downtown](#)” in coordination with the City Manager’s Office, as well as the City’s Tourism, Economic Development, Public Works and Police departments. The SDDA handled promoting the weekly initiative throughout the summer and fall of 2022 through:

- Marketing & Promotions via social media and e-blasts
- Sandwich boards used to designate curbside pick-up locations
- Webpage listings for the community with all the pertinent information

During the past season, 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 meet with City of Staunton staff in January 2023, to review feedback and recommendations as well as plotting the return of the initiative in April 2023.



**Top Left:** The logo for [Shop & Dine Out in Downtown](#), which first debuted in 2021. **Bottom Left:** [BLU Point Seafood Co.](#) is ready for a full weekend of outdoor patrons. **Right:** The view down Beverley Street during a [Shop & Dine Out in Downtown](#) weekend.

# THE SPACE

## OVERVIEW

Swinging the spotlight to the debut of THE SPACE this summer, the SDDA presented A Lil' Statler Brothers Exhibit Friday, July 1, 2022. This exhibit honored 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 featured a variety of items and memorabilia from the group's career that spanned four decades – which included 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 offered 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 was no access into THE SPACE for this particular exhibit, only the ability to lean in and look through the glass. Curtains opened on A Lil' Statler Brothers Exhibit officially Friday, July 1 and ran through Labor Day 2022.

Special Thanks to 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.



**Top Left:** A sandwich board welcomes patrons to THE SPACE for 'A Lil' Statler Brothers Exhibit.' **Top Middle:** The SDDA created this logo for the promotion of their first exhibit in THE SPACE. **Top Right:** A view of the exhibit in THE SPACE from the New Street windows. **Bottom Left:** Greg A. Beam cut the ribbon at THE SPACE to welcome the community to its first-ever exhibit. **Bottom Right:** The view of 'A Lil' Statler Brothers Exhibit' from the street.



# FOURTH OF JULY PARADE

## JULY 4, 2022

### OVERVIEW

SDDA's Little Truck Debuts at Happy Birthday America's 4TH Of July Parade. The SDDA debuted their new "little truck" in Happy Birthday America's 4th of July parade, promoting THE SPACE – with A Lil' Statler Brothers theme. SDDA received two awards from the Happy Birthday America committee for the parade entry: God Bless America Award Nonprofit or Civic Club and Social Media Worthy Award (Most creative).



**Top Left:** The SDDA 'Little Truck' is debuted during Happy Birthday America's Fourth of July Parade. **Top Right:** The SDDA Little Truck promotes THE SPACE's first exhibit - 'A Lil' Statler Brothers Exhibit.' **Bottom Left:** Two SDDA parade team members pose with their signs. **Bottom Right:** The SDDA parade team members pose with the new SDDA Little Truck.

# ANNUAL CELEBRATION

## OCTOBER 11, 2022

### OVERVIEW

After a two-year hiatus, the SDDA opened the doors once again for an ANNUAL CELEBRATION which was held in the organization's admin offices, located on the 2nd floor of 1 East Beverley Street. The drop in/out event was held 4-8 p.m., Tuesday, October 11, 2022. The casual event will provided property and business owners as well as community members the opportunity to celebrate recent downtown accomplishments, as well as look, share and discuss ideas and plans for the years ahead. The SDDA encouraged those interested in becoming more involved and sharing their time with the organization to drop in and chat with staff and other current volunteers. Mayor Andrea Oakes spoke briefly during the event and on behalf of Staunton City Council presented to Greg Beam, SDDA Executive Director with a City Proclamation, proclaiming Saturday, November 26, 2022 Small Business Saturday in the City of Staunton.



**Left:** The SDDA created promotional materials to invite the community to join them for their 2022 Annual Celebration. **Top Right:** Two visitors to the Annual Celebration chat while enjoying delicious appetizers. **Bottom Right:** Mayor Adnrea Oakes provided Greg A. Beam with a proclamation from the City of Staunton.



# FALL HAPPENINGS IN DOWNTOWN STAUNTON

## OVERVIEW

Building off of the success during the Fall Happenings campaign in 2020 and 2021, SDDA once again promoted fall happenings and fun in downtown Staunton during October, sponsored by [DuPont Community Credit Union](#). Activities included:

- **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 contest was October 31, 2022. Prizes were awarded by SDDA in the following categories: Self-Made Costume, Purchased/Store Bought, Group/Family, Just the Kids and Pets. Winners were announced November 2, 2022.
- **Pumpkin Scavenger Hunt** - Participating downtown businesses hid/displayed pumpkins in their store windows October 15-31, 2022. Individuals and families had the opportunity to count the number of pumpkins and then were to submit their guesses online. A total of 24 downtown businesses participated in the 2022 Downtown Staunton Pumpkin Hunt.
- **The Legend of Staunton Hollow** - [Medieval Fantasies Company](#), in collaboration with the [Woodrow Wilson Presidential Library and Museum](#), hosted three weekends of Halloween (Oct. 15, 22 and 29). The Gardens of the Woodrow Wilson Presidential Library were decorated as a scene from Sleepy Hollow from 10 a.m. - 2 p.m. each Saturday. Photo opportunities included Sleepy Hollow Gravestones, Flaming Pumpkin, Spooky Tree, and Headless Horseman. There were also games and activities, including: Flaming Bridge, Cipher Decoding, Downtown Ingredient Quest, and Witch's Cottage. Guests who decoded the cipher received a treat and those who were able to locate all 13 ingredients received a Legend of Staunton Hollow button. Guests were encouraged to wear costumes.
- **Strolling Characters & Musical Guests** - Multiple strolling characters and special musical guests were scattered throughout Downtown Staunton from 10a.m. to 2p.m. for three Saturdays in October (October 15, 22, and 29).



**Left:** [DuPont Community Credit Union](#) sponsored the Fall Happenings in Downtown Staunton in 2022.

**Right:** The SDDA created promotional materials to announce the Halloween costume winners.





Discover great characters...



**DOWNTOWN**  
Fall Happenings sponsored by DuPont Community CREDIT UNION



**Top Left:** The 2022 'Store Bought' costume winner poses for a photo. **Top Middle:** One of the 'Kids Choice' costume winners poses for a photo. **Top Right:** The 'Group and Family' category winners pose for a photo in their award-winning costumes. **Bottom Left:** The SDDA marketing team created promotional posters to announce the downtown Fall Happenings. **Middle and Bottom Right:** The two other 'Kids Choice' award winners pose for a photo in their costumes.

# VETERAN'S DAY

## NOVEMBER 11, 2022

### OVERVIEW

Every year thousands of military members leave the service and enter the civilian workforce, many becoming entrepreneurs and small business owners. SDDA encouraged the community to celebrate the entrepreneurial spirit and resilience of our veteran small business owners during National Veterans Small Business Week in early November.

The SDDA promoted Veterans Day-related happenings, events and promotions, as well as highlighting Veteran-owned downtown businesses through social media leading up to Friday, Nov. 11.

Recognizing the importance of Veterans Day, the SDDA has partnered with 29th Division Museum to create "A SALUTE TO VETERANS" display in THE SPACE. Uniforms displayed have been provided by the 29th Division Museum in Verona, Virginia. The Museum tells the story of Division from its origins as the Augusta County Militia in Staunton, Virginia in 1741 to the present day and of the citizen soldiers of the Valley.

"A Salute to Veterans" display at THE SPACE (35A S. New Street) ran October 22 through Nov. 14. This was a FREE 24/7 display. THE SPACE is located at 35A South New Street, beside the Staunton Visitors Center. SDDA invited individuals to step up and take a peek through the glass to see the exhibit.

SDDA recognized and promoted Veteran owned/operated businesses in downtown Staunton: [Beverley Street Records & Collectibles](#), [The Book Dragon Shop](#), [Queen City Photography](#), [Medieval Fantasies Company Gylte Shoppe](#), [Made; By the People, For the People](#), [Beverley Cigar Store](#), [Shenandoah Valley Brewing Company](#), [Vic's Eats](#), [Staunton Olive Oil Company](#), [Crucible Coffee Roasters](#), [Pampered Palate Cafe](#) 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 early November.



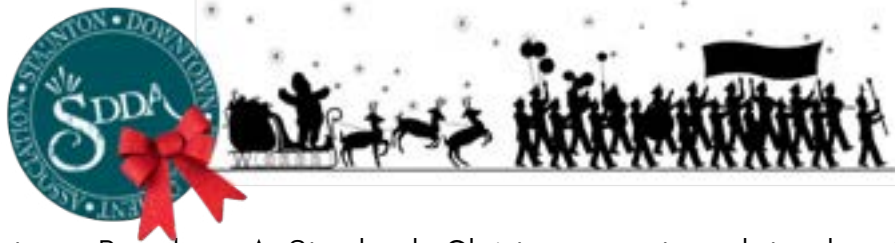
**Left:** The logo for the 29th Division Museum is displayed. **Middle:** Uniforms for different Military Services are proudly displayed during THE SPACE in honor of Veteran's Day. **Right:** The SDDA created a logo to promote the Veteran's Day display in THE SPACE.



# STAUNTON CHRISTMAS PARADE

NOVEMBER 28, 2022

## OVERVIEW



The Staunton Christmas Parade - A Storybook Christmas - returned to downtown Staunton on Monday, November 28, organized with support from the [Staunton Kiwanis Club](#). The SDDA selected Frank Darcus to serve as the Grand Marshal of the Christmas Parade. Mr. Darcus, a Veteran, retired law enforcement officer and long-time City of Staunton, VA - Government employee is known by many throughout our community as "Mr. Frank" through his 25+ years working with Staunton Parks & Recreation and involvement with various activities, events and organizations.

The parade was once again sponsored by [Columbia Gas of Virginia](#). A record setting 117 organizations/businesses (including Santa) participated in the 2022 parade. Parade goers cheered as Santa arrived in his sleigh along with his 9 reindeer with Rudolph lighting the way. Santa's sleigh was sponsored by [McKee Foods](#) and pulled by Bobby's Trash and Towing Services. An official ribbon cutting to kick-off the parade was held at 7 p.m. the night of the parade, led by the Grand Marshal, Mayor Andrea Oakes, SDDA staff and representatives of Columbia Gas of Virginia.



**Top Left:** Santa and his elves greet parade watchers during the 2022 Downtown Staunton Christmas Parade. **Top Right:** Mr. Greg A. Beam and Mrs. Michele Waitier pose for a photo with Mr. Frank Darcus, Grand Marshal of the parade. **Bottom Left:** Children wave from the windows on the [Anna's House](#) bus during the parade. **Bottom Right:** A band member performs during the parade.



# SATURDAYS IN DECEMBER

DEC. 2, 10, 17 | THROUGHOUT DOWNTOWN

## OVERVIEW

The SDDA, with support from the Downtown community, created magical holiday gatherings throughout the month of December. Special 'Santa Sites' included:

- December 3: Santa's Sleigh & Reindeer in Candy Cane Courtyard at [City National Bank](#), sponsored by [City National Bank](#).
- December 10: Santa's Cottage, located in Gingerbread Gardens at [Woodrow Wilson Presidential Library & Museum](#). Fun activities, music and photo opportunities were sponsored by [Sylvan Scapes](#).
- December 17: Santa's Downtown Workshop, located at 35A South New Street (THE SPACE). Individuals stopped by, looked inside and captured a selfie with Santa, Mrs. Claus and friends, sponsored by [Mary Baldwin University](#).
- Santa's Mailbox at all Santa Sites: parents and children were encouraged to bring letters for Santa when visiting downtown during the December Saturday events. Santa's mailbox was sponsored by [Bankers Insurance](#).
- Photos with the Downtown Grinch: Folks were encouraged to visit the historic Wharf District in downtown Staunton and then venture to Woodrow Park (Sears Hill) for a few photos (and maybe a treat) with the Downtown Grinch, sponsored by [CMA Valley Dealerships](#).
- Downtown Carriage Rides and photos with the SDDA Snow Court: Community members enjoyed a delightful downtown carriage ride from Lexington Carriage Company and photos with the SDDA's Snow Court, sponsored by [FIRST Bank](#).

Additionally, the SDDA supported the [Staunton Farmers' Market](#) as the Winter Market returned to Staunton's historic Wharf district, 9 a.m. to 1 p.m., Saturday mornings on December 3, 10 and 17. Father and Merri Christmas were at the Wharf to greet and take pictures with the community and visitors during the three Saturdays in December.



**Left:** The Grinch poses for a photo with Santa at the Downtown Christmas Tree lot. **Middle:** Community members take a magical carriage ride during Saturdays in December. **Right:** A child places his letter to Santa in "Santa's Mailbox" at the Gingerbread Gardens at Woodrow Wilson Presidential Library & Museum.

**Saturdays in December**

**December 3**  
 9am-1pm  
 Winter Market & Photos w/ Holiday Characters  
 2 W. Johnson Street (Behind Parking Lot)

10am-2pm  
 Photos w/ Santa's Sleigh & Reindeer + Candy Cane Courtyard  
 33 W. Central Avenue | Sponsored by City National Bank  
 Santa's Mailbox  
 33 W. Central Avenue | Sponsored by Bankers Insurance  
 Carriage Rides & Photos w/ The Snow Court  
 1 W. Frederick Street | Sponsored by First Bank  
 Photos w/ The Grinch  
 Woodrow Park (Down Hill) | Sponsored by CMA Valley Dealerships

**December 10**  
 9am-1pm  
 Winter Market & Photos w/ Holiday Characters  
 2 W. Johnson Street (Behind Parking Lot)

10am-2pm  
 Photos in Santa's Cottage + Gingerbread Gardens  
 28 W. Coother Street | Sponsored by Sylvan Scapes  
 Santa's Mailbox  
 28 W. Coother Street | Sponsored by Bankers Insurance  
 Carriage Rides & Photos w/ The Snow Court  
 Behind Parking Lot | Sponsored by First Bank  
 Photos w/ The Grinch  
 Woodrow Park (Down Hill) | Sponsored by CMA Valley Dealerships

**December 17**  
 9am-1pm  
 Winter Market & Photos w/ Holiday Characters  
 2 W. Johnson Street (Behind Parking Lot)

10am-2pm  
 Photos in Santa's Downtown Workshop + The Space  
 35A South New Street | Sponsored by Mary Baldwin University  
 Santa's Mailbox  
 35A South New Street | Sponsored by Bankers Insurance  
 Photos w/ The Grinch  
 Woodrow Park (Down Hill) | Sponsored by CMA Valley Dealerships

FREE activities, treats, photos and visits with Santa & Friends (weather permitting) brought to you by SDDA and these GENEROUS SPONSORS...

City | CMA Valley Dealerships | FirstBank | SYLVAN SCAPES | MB MARY BALDWIN UNIVERSITY

For additional details & info: [www.StauntonDowntown.org/events](http://www.StauntonDowntown.org/events)



*Photos with Father & Merri Christmas*

FREE Photo Photos / 9AM-1PM (Weather Permitting)  
 Saturdays, December 3, 10, 17

**Top Left:** This graphic depicts the events for the month of December and was used to create sandwich boards. **Bottom Left:** Father and Merri Christmas posed for photos with community members during "Saturdays in December." **Top Right:** Individuals pose for a photo with Santa during the "Santa's Workshop" event. **Middle Right:** Sylvan Scapes sponsored the Gingerbread Gardens at the Woodrow Wilson Presidential Library & Museum. **Bottom Right:** Santa's Workshop set up in THE SPACE for the Dec. 17th event.



# SATURDAYS IN DECEMBER

CANDY CANE COURTYARD | DEC. 3

**We enjoy being included in “Downtown”. The team here at City National enjoys being part of the local community and giving of our time whenever possible. The interaction with the children and the excitement they have when they see Santa, is amazing...definitely gets us in the Christmas Spirit! We very much enjoy the Candy Cane Courtyard event, and look forward to participating annually! Our Customers Love this event, and the courtyard here at City National, works perfectly!**

*- Ms. Tammy Warren, VP Southern Shenandoah Valley Regional Manager, [City National Bank](#)*



**Top Left:** The SDDA created promotional materials for the Candy Cane Courtyard Santa Site on December 3rd. **Bottom Left, Middle, Top Right:** Community members pose for a photo with Santa and Mrs. Claus in their sleigh. **Bottom Right:** Volunteers from Court Appointed Special Advocates pose for a photo at their booth.



# SATURDAYS IN DECEMBER

SANTA'S COTTAGE AT GINGERBREAD GARDENS | DEC. 10

Being a part of Downtown Staunton is special enough, but what Staunton Downtown Development adds to our town, is simply fantastic. First Bank jumped at the chance to be of part of their first-ever Snow Court and Christmas activities. To represent the prettiest downtown, in Virginia, it was a given. They are a huge asset to the jewel we live in and my hopes are to be a part of more of SDDA's adventures in the future.

- Ms. Kodi Frye, AVP Regional Branch Manager at [First Bank](#)



**Left:** Gingerbread men and women line the garden at the Woodrow Wilson Presidential Library & Museum. **Top Middle:** Santa poses for a photo with WWPL volunteers. **Bottom Middle:** Sylvan Scapes sponsored the Gingerbread Gardens at WWPL. **Right:** Santa poses for a photo with a visitor.

# SATURDAYS IN DECEMBER

SANTA'S WORKSHOP | DEC. 17



**Top Left:** THE SPACE is decked out and ready for Santa's Downtown Workshop on December 17, 2022. **Top Right and Bottom Left:** Santa poses for photos with visitors to his Downtown Workshop. **Bottom Right:** Santa's elf works on building toys just in time for Christmas.



# QUEEN CITY WOMEN'S DAY

MARCH 11, 2023

A new pop-up event in downtown Staunton led by Megan Burrows of Burrow & Vine proved successful in spotlighting many of Staunton's women owned and operated businesses. As a participant, the Staunton Downtown Development Association created an **ELEVEN FOR MARCH 11** display at THE SPACE, featuring a few of the dynamic women leaders in the community. The display featured AnhThu Nguyen, Shenandoah LGBTQ Center; Sabrina Burress, The ARROW Project; Staunton City Manager Leslie Beauregard; Rebecca Simmons, Valley Children's Advocacy Center; Sherri McKinney-Frantz, Blue Ridge CASA for Children; Susan Richardson, Valley Mission; Sara Outler, The Mosby Foundation; Pamela Mason Wagner, The Arcadia Project; Debra Freeman Belle, Boys & Girls Club of Waynesboro, Staunton, & Augusta County; Susie King, Alice Woods, Cynthia Easterling, Bertie Pannell, Marie Thomas and Jackie Jackson, Staunton-Augusta County African American Research Society; and Claudia Lopez Muniz and Kristen Cook, New Directions Center, Inc. The day of the event, SDDA welcomed community members in to learn more about these amazing leading women.



**Left:** Queen City Women's Day was held on March 11th at Burrow & Vine in Downtown Staunton. **Top Middle:** Cynthia Easterling, Marie Thomas and Alice Woodspose for a photo during Queen City Women's Day. **Bottom Middle:** Greg Beam and Michele Waitier pose for a photo, courtesy of [Millpond Photography](#). **Right:** An exhibit visitor reads about inspiring women in Downtown Staunton.

# SPRING “HOPPENINGS” AND “THAT DOWNTOWN CHICK”

## OVERVIEW

During April, SDDA promoted the of return of the **Staunton Farmer’s Market** on Saturday mornings, as well as encouraged the community to come out for free photos with **That Downtown Chick** – one of the delightful family-friendly costumed characters from the SDDA. Following a rain-out on April 1, That Downtown Chick returned on Saturday, April 8, from 9:30 a.m. to 11:30 a.m. to greet and take photos with the community. SDDA staff handed out plastic eggs filled with temporary tattoos and coloring sheets depicting That Downtown Chick. All the youth who submitted their coloring sheets on social media received gift cards to downtown businesses. SDDA again artnered with downtown businesses 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 online by SDDA. Winners were contacted and notified that they would receive a gift card from SDDA at a business of their choosing.



DON'T MISS

# That Downtown Chick

9:30AM - 11:30AM (Weather Permitting)  
SATURDAYS: APRIL 1 AND APRIL 8  
@STAUNTON FARMER'S MARKET

**FREE SELFIES!**  
Open To ALL AGES!

KEEP YOUR EGG HUNTING...  
THAT DOWNTOWN CHICK MAY ALSO BE PHOTOGRAPHING BEHIND  
AND TAKING YOUR DOWNTOWN PHOTOGRAPH!

INFO: (540) 332-3867  
WWW.STAUNTONDOWNTOWN.ORG

STAY GREEN! SDDA



# Spring Hoppennings

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

**SPRING PHOTOS**  
w/ That Downtown Chick  
Saturdays: April 1st and 8th  
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**  
March 25-April 8  
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](http://www.StauntonDowntown.org)

STAY GREEN! SDDA

**Above:** SDDA created sandwich board panels for all “Spring Hoppennings” and the appearance of “That Downtown Chick” Saturdays in April.





**Top:** SDDA staff pose for a photo with “That Downtown Chick” outside the Staunton Farmer’s Market. Photography courtesy of [Millpond Photography](#). **Bottom Left:** Coloring pages were available for free during visits from “That Downtown Chick”. **Bottom Right:** Farmer’s market visitors pose for a photo with “That Downtown Chick” - including a “That Downtown Chick” look-a-like!







# MARKETING & PROMOTIONS

# STAUNTON STORIES

## OVERVIEW

SDDA partnered with [106.3 WQSV](https://www.wqsv.com) to continue the popular “Staunton Stories” radio series, spotlighting local business owners’ and community members’ stories, strategies, and goals for the future. The radio series continues to be 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 archived on the Staunton Downtown Development Association’s website.

### Recent List of Episodes (*New Episodes in Bold*)

**Ep 28 - Mark Reid**

**Ep 27 - Brenda Moore**

**Ep 26 - Darren Smith**

**Ep 25 - Amanda Drumheller**

**Ep 24 - Heather Leonard**

Ep 23 - Jeremy West / Silver Line Theatre Exchange

Ep 22 - Benjamin K. Roe, President & CEO Heifetz International Music Institute

Ep 21 - John Matheny / Nu-Beginning Farm; The Store

Ep 20 - Molly Murphy / Queen City Music Studios and founding member of The Judy Chops

Ep 19 - Sandi Cararo / The Book Dragon Shop

Ep 18 - Justine Juart Lunsford / Downtown Staunton Resident

Ep. 17- Pamela McCray / owner/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, Woodrow Wilson Presidential Library & 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/operator of Gonzo’s Pollo

Ep. 3 - Damon Strickland / General Manager, Crestline Hotels & Resorts at 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



[Listen to Episodes](#)



# STAUNTON PRIDE

OCTOBER 23, 2022

## OVERVIEW

The SDDA team joined the [Shenandoah LGBTQ Center](#) for their annual Staunton Pride celebration. SDDA employees took their “Little Truck” to Gypsy Hill Park on October 23, 2022 to join the festivities. Here, community members posed for photos with the colorful props on the Little Truck. The SDDA used this opportunity to promote Downtown Staunton as a safe space for all.



**All Images:** The SDDA used their new Little Truck to set up a colorful space to promote their “Be Yourself in Downtown Staunton” campaign. Community members came by to visit and take photos with the decor.

# CHRISTMAS TREE SALES

## OVERVIEW

Continuing to add a little extra holiday charm and encourage shopping local during the holidays, SDDA recruited [Michelle's Wreaths & Trees](#) to set-up in downtown Staunton for four weeks, selling fresh cut Christmas trees, wreaths and garlands. A portion of the proceeds from the sales were donated to SDDA.



 **MICHELLE'S  
WREATHS AND TREES**

10:00AM - 7:00PM  
Friday, Saturday, Sunday

Opening Day: Friday, Nov 25th  
Closing Day: Sunday, Dec 18th

Frasier Fir, Concolor Fir, Douglas Fir  
(Sizes Ranging from 3' to 10')

FULL SERVICE retail Christmas Tree lot  
offering netting and assistance attaching to your vehicle.

Handmade, locally sourced wreaths and garland!

@michelleswreathsandtrees

 *Downtown is home for the holidays!*  
FOR ADDITIONAL HOLIDAY HAPPENINGS: [WWW.STAUNTONDOWNTOWN.ORG](http://WWW.STAUNTONDOWNTOWN.ORG)



**Left:** The SDDA created promotional panels to advertise “Michelle’s Wreaths and Trees” Christmas Tree lot in downtown Staunton.  
**Top and Bottom Right:** Scenes from “Michelle’s Wreaths and Trees” in Downtown Staunton.



# ACTIVITY REPORTS

JULY 1, 2022 - JUNE 30, 2023



STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION

## ACTIVITY REPORTS

July 1, 2022 – June 30, 2023



## JULY 2022

**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.

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

**National Main Street NOW Conference.** Greg Beam, SDDA Executive Director attended the four-day National Main Street NOW Conference held in Richmond, Virginia. Michele Waitier, SDDA Assistant Executive Director and Mr. Beam also volunteered one day, assisting conference attendees with registration.

**Shop & Dine Out in Downtown.** SDDA Director continues to offer support, insights and assistance by attending meetings led by City of Staunton staff, regarding the Shop & Dine Out in Downtown initiative.

**Agreement Between the City of Staunton and SDDA.** SDDA staff met with Mrs. Leslie Beauregard, Interim City Manager and Mr. John Blair, City Attorney, to review, discuss and make updates to the agreement (as this happens annually) to the for purposes of defining the contractual relationship during the July 1, 2022 through June 30, 2023 fiscal year.

**Shenandoah Valley Entrepreneurship Summit.** SDDA Director met with staff members from Shenandoah Community Capital Fund to learn how SDDA can best be of support during the inaugural Shenandoah Valley Entrepreneurship Summit, set for September 12-13 at the Staunton Innovation Hub.

**It's the little things. Little cart, little truck, little space.** With funding from Department of Housing & Community Development and the Virginia Main Street program, SDDA has been acquiring new resources and developing plans which will allow for additional support, marketing and promotional opportunities for downtown. The SDDA has acquired a peddler's cart, a small truck as well as signed a lease on a space located at 35A South New Street. The campaign will focus around "enjoying the little things...in Downtown Staunton." Additional details will be shared in the coming weeks.

**Street level flowers & plants.** SDDA is providing botanical design services, installation and maintenance services for street level plantings with participating/partnering downtown businesses May through September 2022. Ms. 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 E. 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 (used during STAUNTON JAMS (Reboot)) 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--scheduled to take place 10AM until 2PM, Saturdays, October 15, 22, 29, 2022. Additional details to 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, to move through downtown Staunton on Monday, November 28, 2022 at 7PM. Committee members are discussing SDDA's Saturdays in December line-up, slated to return 10AM-2PM (weather permitting), Saturdays: December 3, 10, 17, 2022 in various locations through downtown. Additional details to be announced.

## AUGUST 2022

**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.

**Queen City Mischief & Magic.** SDDA staff continue to support and attend Queen City Mischief and Magic monthly meetings.

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

**Ribbon Cutting at 35A South New Street.** SDDA and the Augusta Regional Chamber of Commerce hosted a ribbon cutting ceremony at THE SPACE on Wednesday, July 27. Over 50 guests and community members attended the event. GARCC President Courtney Thompson, Staunton Mayor Andrea Oakes, SDDA Executive Director Greg Beam and Don Reid, founding member of the Statler Brothers, provided remarks. Sweet treats from various downtown businesses were served as attendees mingled and toured THE SPACE. Curtains opened on A Lil' Statler Brothers Exhibit July 1 and will run through Labor Day.

**SDDA's Annual Celebration.** After a two-year hiatus, the SDDA will open the doors for their annual celebration to be held in the organization's administrative offices, located on the 2nd floor of 1 East Beverley Street. The drop in/out event will take place 4-8 p.m., Tuesday, October 11, 2022. The casual event will provide property and business owners, as well as community members, the opportunity to celebrate recent accomplishments as well as look, share and discuss ideas and plans for the years ahead. The SDDA is encouraging those interested in becoming more involved and sharing their time with the organization to drop in and chat with staff and other current volunteers during this casual downtown social.

**Fall Happenings in Downtown.** Promotions Committee members have been developing plans for fall 2022. Activities downtown will include a Pumpkin Hunt in storefront windows, 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 12, 22 and 29. **Staunton Christmas Parade.** SDDA announced plans for the return of the Staunton Christmas Parade which will take place on Monday, November 28 at 7 p.m. The theme of this year's parade is "A Storybook



Christmas” and is organized with support from the Staunton Kiwanis Club. As marshals of the parade, 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 5. Those interested in participating in the parade may complete their application and payments online or in person 9 a.m. to 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 17, 2022

## SEPTEMBER 2022

**Queen City Mischief & Magic.** SDDA staff continue to support and attend Queen City Mischief and Magic monthly meetings, preparing for the event September 24 and 25.

**Street level flowers & plants.** The maintenance for the current planters will continue through the end of October 2022 for this season.

**Shop & Dine Out in Downtown.** Shop & Dine Out in Downtown has completed its fifth month of the 2022 season.

**Meeting of Wharf Stakeholders.** Recently, SDDA staff organized a meeting of Wharf stakeholders (business/property owners and renters) at Ox-Eye Vineyard Tasting Room. The meeting provided an opportunity for Wharf stakeholders to meet and mingle as well as share current business updates, happenings and plans. The group shared ideas of additional ways in which they hope to grow, improve and expand the Wharf’s presence through new and additional events and happenings, as well as potentially refreshed wayfinding signage in the coming year. Ideas and suggestions from the stakeholders will be shared with the SDDA Promotions and Design committees. It was a positive meeting, uniting business/property owners as they continue to develop ways in which to better connect, communicate and collaborate on similar goals.

**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. Molly Murphy, owner of Queen City Music Studios and founding member of local band The Judy Chops, was a recent guest. Her story will be available for listening on the SDDA website in the coming weeks. Upcoming guests include John Metheny, owner/operator of Nu-Beginning Farm Store; AnhThu Nguyen, executive director and founding member of the Shenandoah LGBTQ Center and Staunton Pride festival; and Jeremy West, owner/director of Silver Line Theatre.

**Meeting with Augusta County Historical Society.** Recently Greg Beam, SDDA executive director, met with Nancy Sorrells, past president of the Augusta County Historical Society (ACHS) and ACHS Secretary Linda Petzke to learn more about the organization, as well as discuss ways in which SDDA and ACHS could potentially partner and support each other in the coming year through various projects, events and happenings.

**THE SPACE begins transition to the next exhibit.** A Lil’ Statler Brothers Exhibit, the first exhibit at THE SPACE (35A South New Street) recently concluded its summer run. The SDDA hopes to aide in bringing additional attention, focus and/or new awareness of those who have served the United States with its upcoming exhibit. It will feature local veterans who are downtown business owners, workers and non-profit leaders, as well as highlight important veteran events, services, and organizations within the Staunton community. A Salute to Veterans Exhibit will run October 1 through November 14.

**SDDA's Annual Celebration.** After a two-year hiatus, the SDDA will open the doors for their ANNUAL CELEBRATION to be held in the organization's admin offices, located on the 2nd floor of 1 East Beverley Street. The drop in/out event will take place 4-8 p.m., Tuesday, October 11. The casual event will provide property and business owners as well as community members the opportunity to celebrate recent accomplishments, as well as look, share and discuss ideas and plans for the years ahead. The SDDA is encouraging those interested in becoming more involved and sharing their time with the organization to drop in and chat with staff and other current volunteers.

**Fall Happenings in Downtown.** Activities downtown will include a Pumpkin Hunt in storefront windows, 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 12, 22 and 29. Fall Happenings in Downtown Staunton is being sponsored by Dupont Community Credit Union.

**Staunton Christmas Parade.** SDDA announced plans for the return of the Staunton Christmas Parade on Monday, November 28 at 7 p.m. The SDDA Promotions Committee selected "A Storybook Christmas" as the theme for this year's 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 5, 2022. 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 17. The Staunton Christmas Parade is sponsored by Columbia Gas of Virginia.

**SATURDAYS IN DECEMBER.** Saturdays in December returns December 3, 10 and 17 from 10 a.m. and 2 p.m. in downtown Staunton. Additional details will be announced in the coming months.

## OCTOBER 2022

**Shop & Dine Out in Downtown.** Shop & Dine Out in Downtown completed its final weekend of the 2022 season October 29 and 30.

**Staunton Stories.** Staunton Stories, hosted by SDDA Executive Director Greg Beam and produced by Ben Leonard, 106.3 WQSV Station Manager, featured Benjamin K Roe, President & CEO of the Heifetz International Music Institute.

**"A Salute to Veterans" at THE SPACE.** Over the past month, SDDA has been promoting Veterans Day-related happenings, events and promotions, as well as highlighting Veteran-owned downtown businesses through social media. Recognizing the importance of Veterans Day, the SDDA partnered with the 29th Division Museum to create "A Salute to Veterans Exhibit" which was on display through mid-November. Uniforms displayed were provided by the 29th Division Museum in Verona, Virginia. The SDDA wishes to also express appreciation to other contributors: Mondo Floro Armedilla, Elizabeth Needham Bruce, Jimmy Kilbourne, Edmund "Rick" Potter, The family of Bunny Racca, Morgan Alberts Smith, BJ Waitier, The 29th Division Association, The 29th Division Museum, The Hilltop, Oak Grove Theater, ShenanArts, Staunton Wrecking Co., Veterans of Foreign Wars Post 2216, Veterans of Foreign Wars Post 7814 and Virginia Headwaters Council. THE SPACE will become home to Santa's Downtown Workshop during December.



**SDDA's Annual Celebration.** After a two-year hiatus, the SDDA's annual celebration returned Tuesday, October 11. The reformatted event was held in the organization's admin offices, located on the 2nd floor of 1 East Beverley Street. The casual event provided property and business owners, as well as community members, opportunities to celebrate recent accomplishments as well as look share and discuss ideas and plans for the years ahead. Mayor Andrea Oakes presented a proclamation on behalf of the City of Staunton recognizing Small Business Saturday as November 26. John K. Craft, Vickie Craft, Ms. Smith and Ms. Bruce, four of SDDA's dedicated event volunteers were recognized and presented with their SDDA Ambassador pins during the celebration. The SDDA appreciates the continuous support, energy, enthusiasm and dedication provided by these four individuals to the organization, downtown and the community.

**Fall Happenings in Downtown.** SDDA recently wrapped up FALL HAPPENINGS in downtown Staunton this October, sponsored by DuPont Community Credit Union. SDDA organized a Virtual Halloween Costume Contest where participants submitted photos online to the contest, taken in Downtown Staunton. Prizes were awarded in the following categories: Self-Made Costume, Purchased/Store Bought, Group/Family, Just the Kids. Winners were announced November 2nd. Thomas Bowen, Rabea Jesser and Kasper Bowen won the Pumpkin Scavenger Hunt. More than two dozen businesses and organizations throughout the downtown district placed various pumpkins (all styles, shapes and sizes) in their windows for the hunt. The trio submitted a team guesstimate of 129, which was the closest to the actual total of 136 downtown pumpkins. Medieval Fantasies Company, in collaboration with the Woodrow Wilson Presidential Library and Museum, hosted three weekends of Halloween October 15, 22 and 29. The Gardens of the Woodrow Wilson Presidential Library were decorated as a scene from Sleepy Hollow from 10 a.m. – 2 p.m. each Saturday. All games and activities were free to participate for guests and businesses.

**Staunton Pride.** SDDA was proud to be a Champion Sponsor of Staunton Pride 2022. Many thanks to downtown supporters, family and friends for coming out and spending time at Gypsy Hill Park. The organization promoted the BE YOURSELF in DOWNTOWN STAUNTON campaign, selling colorful umbrellas and distributing downtown shopping/dining guides. 22

**Staunton Jams FUNDrager.** The SDDA provided in-kind support (brainstorming, promotions and staging) for the Staunton Jams FUNDrager which was held in October. Funds from this event will support Staunton Jams in May 2023.

**Sparkles & Sweets 2022.** SDDA recently provided promotional and marketing support to a small team of talented and dedicated business owners who led the charge to bring Sparkles & Sweets back on-line in November after a hiatus during the pandemic. Sparkles & Sweets has been an annual downtown event for over a decade, led by the SDDA. This year, because of new and expanded holiday planning, Sparkles & Sweet was not slated to be a part of the organization's line-up of happenings. A few dedicated business owners did not want to let the opportunity slip by to kick-off the holiday season with a little sparkle. Thank you to all of those who worked to re-launch this event for the community.

**Staunton Christmas Parade.** The Staunton Christmas Parade returns Monday, November 28 at 7 p.m. The parade theme has been set as "A Storybook Christmas" 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 application process for this year's parade was extended and closed on October 31. Over 114 entries are registered to

participate in this year's parade. The Staunton Christmas Parade is sponsored by Columbia Gas of Virginia.

**Small Business Saturday.** SDDA plans to kick off the holiday season with a little cheer, celebrating the many wonderful downtown businesses and organizations during Small Business Saturday, November 26. SDDA continues to encourage the community to shop, stay and play local in historic and hip downtown Staunton this holiday season!

**Continued Connection and Collaborations.** SDDA staff have been communicating with Staunton City Schools, MBU and other community non-profit organizations (Staunton Augusta Art Center, Staunton Farmers' Market, Blue Ridge CASA, Shenandoah Valley Club of the Deaf, New Directions 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 2023/2024, therefore making the best use of shared resources to develop new opportunities and experiences for the community.

**Saturdays in December.** Programming, events and happenings will take place Saturdays on December 3, 10 and 17 from 10 a.m. to 2 p.m. in downtown 23 Staunton (weather permitting for outdoor events). Highlights include (but are not limited to) photo ops with holiday characters, musicians, performers and youth focused activities. Special Santa Sites include: December 3: Santa's Sleigh & Reindeer in Candy Cane Courtyard at City National Bank (38 N. Central Avenue), sponsored by City National Bank. December 10: 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 Sylvan Scapes. December 17: Santa's Downtown Workshop, located at 35A South New Street (THE SPACE). Stop by, look inside and capture a selfie with Santa, Mrs. Claus and friends, sponsored by Mary Baldwin University. Santa's Mailbox (at all Santa Sites): parents and children are encouraged to bring letters for Santa when visiting downtown during the December Saturday events. Santa's mailbox is sponsored by Bankers Insurance. Photos with the Downtown Grinch: Folks are encouraged to visit the historic Wharf District in downtown Staunton and then venture to Woodrow Park (Sears Hill) for a few photos (and maybe a treat) with the Downtown Grinch, Saturdays December 3, 10, 17 (weather permitting) 10 a.m. to 2 p.m. Sponsored by CMA Valley Dealerships. Downtown Carriage Rides and photos with the SDDA Snow Court: Enjoy a delightful downtown carriage ride (Lexington Carriage Company) and photos with the SDDA's Snow Court; Saturday, December 3 at 1 W. Frederick Street and Saturday, December 10 at the Wharf Parking Lot. 10 a.m. to 2 p.m. Both Saturdays are sponsored by FIRST Bank.

**Winter Market.** The SDDA is once again supporting through promotional efforts, the Staunton Farmers' Market as the Winter Market returns to Staunton's historic Wharf district, 9 a.m. to 1 p.m., Saturday mornings on December 3, 10 and 17

## NOVEMBER 2022

**A Storybook Christmas Parade.** November 28 marked the annual Staunton Christmas parade, led by the City's own Frank Darcus as Grand Marshal. With 117 businesses and organizations participating, the judges had tough decisions. Valley Dance Theater was selected for the Musical & Dance Performance category; Stoney Creek RV Resort & Campground was the Small Business winner; Redeeming Life Ministries was chosen as the best Religious Organization and Church float; Shenandoah Green had the best Nonprofit/Civic organization entry; Williams Brothers won in the Large Business category; Grace Christian School was the Children's/Youth Group winner; and Kids' Choice was awarded to Stoney Creek



RV Resort & Campground. City staff were able to support the Staunton Downtown Development Association parade by supplying staff (Public Works and Police officers) as well as blocking streets with vehicles

**Staunton Stories.** Jeremy West, Artistic Director of Silver Line Theatre Exchange was a recent guest on 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/> • Continued Connection and Collaborations. SDDA staff have been communicating with other non-profit organizations (Staunton Augusta Art Center, Staunton Farmer's Market, Stonewall Brigade Band, Blue Ridge CASA, WQSV-106.3 and Woodrow Wilson Presidential Library & Museum) to add additional activities, music and experiences to downtown Staunton during the holidays. Throughout these on-going conversations, SDDA continues to suggest ways in which the organizations can best partner on other projects in the coming months and further into 2023/2024, making the best use of shared resources to develop new opportunities and experiences for the Staunton community.

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**Student Intern.** This fall, SDDA had the pleasure of working with intern Owen Marshall and additional students from Mary Baldwin University. They worked on several projects throughout the holiday season and SDDA hopes to continue to grow the relationships with local schools and continue to be a positive and safe internship and mentorship site for young people in the community.

## DECEMBER 2022

**Staunton Stories.** Jeremy West, Artistic Director of Silver Line Theatre Exchange was a recent guest on 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/>

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**Downtown Christmas Trees & Wreaths.** Continuing to add a little extra holiday charm and encourage shopping local during the holidays, SDDA recruited Michelle’s Wreaths & Trees to set-up in downtown Staunton for four weeks, selling fresh cut Christmas trees, wreaths and garlands. A portion of the proceeds from the sales will be donated to SDDA.

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## JANUARY 2023

**Saturdays in December.** Programming, events and happenings took place Saturdays on December 3, 10 and 17 from 10 a.m. to 2 p.m. in downtown Staunton. 1 The Staunton Downtown Development Association (SDDA) is an independent, non-profit corporation, separate from the City of Staunton. Pursuant to the Staunton City Code and a contract with the City, SDDA provides facilities and services funded by the City in the City’s downtown service district. SDDA furnishes information to the City Manager’s Office for inclusion in this Activity Report to update the City in the performance of its obligations. 18 Highlights included photo ops with holiday characters, musicians, performers, carriage rides and youth focused activities. It is estimated that over 1,000 individuals participated in the activities and happenings over the weeks leading up to Christmas. SDDA appreciates the continued support from local businesses, organizations and a dedicated (small) team of volunteers who share their resources, time and talents so that these happenings/events are offered — and remain free — for participants. Plans are currently underway for 2023.

**Downtown Christmas Trees and Wreaths.** Continuing to add a little extra holiday charm and encourage shopping local during the holidays, the SDDA recruited Michelle’s Wreaths & Trees, a local small business, to set-up in downtown Staunton for four weeks, selling fresh cut Christmas trees, wreaths and garlands. A portion of the proceeds from the sales will be donated to SDDA. As a last push for tree sales



midDecember, SDDA partnered with Staunton Tourism Department to provide a lighthearted social media post to promote the sale of Christmas wreaths and trees. Community members have shared that they enjoyed the opportunity to purchase fresh cut Christmas trees and wreaths in downtown, and remarked how it added to the holiday charm of the City. SDDA will be working Michelle's Wreaths & Trees to plan a return in 2023.

**Providing Holiday Décor at Staunton Train Station.** Responding to a lastminute request of the public relations firm for Virginia Scenic Railway, aware that CBS News would be on-deck to broadcast live from the station, SDDA provided holiday décor (greenery, ribbons and bows) to the passengers' platform entrance at the train station for VSR's Santa Express. The new excursions proved to be a wonderful new holiday experience for the community!

**THANK YOU, Sweet Treats.** SDDA staff delivered cake pops as a "sweet treat" end of year thank you to the City of Staunton Public Works and Police Departments for their support throughout the year. • SDDA staff attended the December Staunton Tourism Advisory Board meeting at the Hotel 24 South. • Greg Beam, SDDA Executive Director, attended the Woodrow Wilson Presidential Library's Community Advisory Board Meeting in December and the BRITE Transit Advisory Committee meeting.

## FEBRUARY 2023

**Budget Requests.** Executive Director Greg Beam submitted a formal FY 2024 budget request on behalf of the SDDA to the City of Staunton.

**End of Year Reporting/Virginia Main Street.** Mr. Beam submitted end of year reporting as part of Virginia Main Street's (VMS) End of Year Data Survey Bonanza FY23. The data is used to develop the VMS Annual Report, nominate local programs for National Main Street Center (NMSC) Accreditation, justify the value of VMS to the Virginia Department of Housing and Community Development and the General Assembly, develop a reference for local program salary and compensation packages and create economic development impact and benchmark profiles for each community. Annually, the NMSC requires these reports in order to evaluate local programs on their eligibility to maintain NMSC accreditation. SDDA staff and volunteers have started discussions and planning for new fundraising events for the organization to take place in 2023.

**Simple Social.** SDDA recently hosted a Simple Social event in the SDDA admin offices for downtown stakeholders to mix and mingle. No agenda was set for the social, as the purpose is to allow downtown stakeholders to enjoy light snacks and conversation, a casual time to connect. The next Simple Social will be held in May.

## MARCH 2022

**Virginia Main Street Manager's Retreat.** SDDA Executive Director Greg Beam traveled to Wytheville, Virginia to participate in the annual Virginia Main Street Manager retreat. The sessions and discussions involved Department of Housing and Community Development (DHCD) staff, Virginia Main Street staff and main street managers from across the state who shared experiences, successes, lessons learned and ideas of ways in which communities can continue to grow and improve in the coming year. During the retreat, Mr. Beam was awarded two \$1,500 scholarships from DHCD and Virginia Main Street to be used towards conference registration and expenses for the National Main Street NOW Conference in Boston in March 2023. Mr. Beam and SDDA Board President Jessica Sawyers will be attending, representing downtown Staunton.

**National Main Street Accreditation Review.** Mr. Beam, SDDA Assistant Executive Director Michele Waitier and Ms. Sawyers met with DHCD/Virginia Main Street staff to review Staunton Downtown's accomplishments over the past year. This exclusive designation signifies a demonstrated commitment to comprehensive community revitalization and a proven track record of successfully applying the Main Street Approach™. Statewide, countywide and citywide coordinating programs evaluate, select and recommend qualifying communities to Main Street America on an annual basis. Communities must meet ten rigorous standards to qualify for accreditation status. Evaluation criteria determine the communities that are building comprehensive and sustainable revitalization efforts and include standards such as fostering strong public-private partnerships, documenting programmatic progress and actively preserving historic buildings. The SDDA remains one of the few Advancing Main Street Community Programs in the state of Virginia.

**SDDA Fall Fundraiser.** SDDA staff and volunteers have started development on the creation of a new fundraising event, scheduled to take place Saturday, Oct. 14 in downtown Staunton. Funds raised during the event will help support additional promotions and events in downtown Staunton. Additional details to be shared in the coming months.

**Street level flowers and plants.** Building upon successes from the Downtown Flower/Plant Program in 2022, the SDDA will again provide botanical design, installation and maintenance services for street level plantings with participating and partnering downtown businesses May through September. SDDA will continue to 1 The Staunton Downtown Development Association (SDDA) is an independent, non-profit corporation, separate from the City of Staunton. Pursuant to the Staunton City Code and a contract with the City, SDDA provides facilities and services funded by the City in the City's downtown service district. SDDA furnishes information to the City Manager's Office for inclusion in this Activity Report to update the City in the performance of its obligations. 19 explore cost, feasibility and opportunities for additional planters, as well as hanging flower baskets, to return in other areas of the district in the coming years.

**Welcome aboard!** SDDA staff have been welcoming the new shops on the block: o Juniper Lane Vintage, 29 E. Beverley Street (formerly Nanny June's Vintage). Juniper Lane Vintage will offer curated second-hand clothing and bridal attire. o Queen City Games & Gifts, 103 W. Beverley Street. Queen City Games & Gifts will be offering both new and vintage games, activities as well as art and gift items from local vendors/artisans.

**Shopping & Dining Guide.** SDDA has started on the annual project of updating and editing both the print and online versions of the downtown shopping and dining guide. New listings and photography, as well as QR codes, will be gathered. The new 2023 guide will be shared by June 2023. Promotions • Staunton Stories. SDDA continued to partner with 106.3 WQSV to launch radio interviews, spotlighting the stories, strategies and future goals of local business owners and community members. Staunton Stories, hosted by Mr. Beam, is produced by Ben Leonard, WQSV Station Manager. Heather Leonard, Owner/Operator of The Well Balanced Paw – Pet Wellness Shoppe and Barkery and Mandy Drumheller, Owner/Operator of REFILL RENEW recently shared their stories.

**Shop & Dine Out in Downtown.** SDDA staff have participated in planning discussions/meetings with City of Staunton staff, working on the return of Shop & Dine Out in Downtown Friday, Apr. 7. Informational meetings for participants are scheduled for Monday, March 20 at 11 a.m. and 5 p.m. in the Rita S. Wilson Council Chambers to discuss updates and guidelines for the upcoming season.



**Staunton Farmers' Market.** SDDA staff have been in discussions with Ashley Malcolm, Manager of the Staunton Farmer's Market to help highlight, promote and celebrate the return of the market on Saturday, Apr. 1, in the Wharf Parking lot. That Downtown Chick (SDDA's spring chick mascot) will be on-deck for free photos with folks as the Staunton Farmer's Market kicks off its 31st season. Since 1993, it has been a weekend tradition for customers to stroll the market sourcing fresh produce, meats, eggs, breads, sweets, cheeses, heritage foods, honey, syrups, plants, wool and unique artisan crafts. The market hosts over 30 small businesses made up of farmers, food producers and craft makers of high-quality products raised, grown and made locally. 20 SNAP/EBT Accepted Plus Virginia Fresh Match doubles dollars for fresh fruits and vegetables. Season starts Saturday, Apr. 1 through Sept. 30 from 7 a.m. to 12 p.m. Fall Hours: Oct. 7 through Nov. 18 from 8 a.m. to 12 p.m. and Dec. 2-16 from 9 a.m. to 1 p.m.

## APRIL 2022

**QUEEN CITYS WOMEN'S DAY.** A new pop-up event led by Megan Burrows of Burrow & Vine proved successful in spotlighting many of Staunton's women owned and operated businesses. As a participant, the Staunton Downtown Development Association created an ELEVEN FOR MARCH 11 display about a few of the dynamic women leaders in the community. The display featured AnhThu Nguyen, Shenandoah LGBTQ Center; Sabrina Burrell, The ARROW Project; Staunton City Manager Leslie Beauregard; Rebecca Simmons, Valley Children's Advocacy Center; Sherri McKinney-Frantz, Blue Ridge CASA for Children; Susan Richardson, Valley Mission; Sara Outler, The Mosby Foundation; Pamela Mason Wagner, The Arcadia Project; Debra FreemanBelle, Boys & Girls Club of Waynesboro, Staunton, & Augusta County; Susie King, Alice Woods, Cynthia Easterling, Bertie Pannell, Marie Thomas and Jackie Jackson, Staunton-Augusta County African American Research Society; and Claudia LopezMuniz and Kristen Cook, New Directions Center, Inc. Pictured above are Cynthia Easterling, Marie Thomas and Alice Woods.

**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. Recently, Mr. Darren Smith, Founder, President and CEO of TRAIPOSE was the featured guest. Shop & Dine Out in Downtown. City staff and SDDA hosted informational meetings for S&DO participants Monday, March 20 in the Rita S. Wilson Council Chambers to discuss and review updates and guidelines for the upcoming season. Queen City Women's Day 2023. A new pop-up event led by Megan Burrows of Burrow & Vine, proved successful in spotlighting many of Staunton's women owned and operated businesses. SDDA provided planning, logistical, promotional and financial support. As a participant, SDDA created an ELEVEN FOR MARCH 11 display at THE SPACE about a few of the dynamic non-profit and civic women leaders in the community. The display featured AnhThu Nguyen, Shenandoah LGBTQ Center; Sabrina Burrell, The ARROW Project; Staunton City Manager Leslie Beauregard; Rebecca Simmons, Valley Children's Advocacy Center; Sherri McKinney-Frantz, Blue Ridge CASA for Children; Susan Richardson, Valley Mission; Sara Outler, The Mosby Foundation; Pamela Mason Wagner, The Arcadia Project; Debra Freeman-Belle, Boys & Girls Club of Waynesboro, Staunton, & Augusta County; Susie King, Alice Woods, Cynthia Easterling, Bertie Pannell, Marie Thomas and Jackie Jackson, Staunton-Augusta County African American Research Society; and Claudia Lopez-Muniz and Kristen Cook, New Directions Center, Inc.

## MAY 2022

**National Main Street NOW Conference.** Executive Director Greg Beam and SDDA Board President Jessica Sawyers attended the four-day National Main Street NOW Conference held in Boston, Massachusetts.

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

**Shop & Dine Out in Downtown.** Shop & Dine Out in Downtown has completed its first month of the 2023 season. Several businesses have invested in updates to their outdoor dining furnishings to better connect with their business brands. New businesses, Accordia, The Local Collective and Queen City Games & Gifts, signed on to participate this season.

**HAPPY BIRTHDAY AMERICA.** SDDA staff continue to participate in monthly planning meetings/discussions with HBA volunteers and City Staff. SDDA will once again participate in the 4th of July parade in Gypsy Hill Park and is exploring participating as a vendor during the event, to raise additional funds to support upcoming exhibits and events at THE SPACE.

**Spring Hoppenings in Downtown Staunton.** During April, SDDA promoted the of return of the Staunton Farmer's Market on Saturday mornings, as well as encouraged the community to come out for free photos with That Downtown Chick — one of the delightful family-friendly costumed characters from the SDDA. Following a rain-out on April 1, That Downtown Chick returned on Saturday, April 8, from 9:30 a.m. to 11:30 a.m. to greet and take photos with the community. SDDA staff handed out plastic eggs filled with temporary tattoos and coloring sheets depicting That Downtown Chick. All the youth who submitted their coloring sheets on social media received gift cards to downtown businesses. SDDA again partnered with downtown businesses 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 online by SDDA. Winners were contacted and notified that they would receive a gift card from SDDA at a business of their choosing.

## JUNE 2022

**Street level flowers & plants.** SDDA is providing botanical design services, installation and maintenance services for street level plantings with participating/partnering downtown businesses through September 2023. Ms. 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 throughout the summer.

**Virginia Main Street Signage.** SDDA recently acquired two new Virginia Main Street signs (featuring the new Main Street brand) to replace two existing (old brand) signs leading into downtown Staunton. Thank you to Public Works for installing the new signs!

**Sprucing Up.** Design Committee members have been conducting walk-around meetings, making notes of areas needing "sprucing up" in downtown. Public Works have added these items to their project lists (painting lamp post bases, street furniture, etc) and have been chipping away at the work. THANK YOU to the PW team for their continued support and work downtown!

**Shop & Dine Out in Downtown.** Shop & Dine Out in Downtown has completed its third month of the 2023 season, receiving much praise and attention. Business owners report that both community members, residents and visitors enjoy the return of the weekly outdoor initiative.



**The Last Bankers Ball.** SDDA staff and volunteers are currently working on plans for THE LAST BANKERS BALL, a new fundraiser which is set to take place on Saturday, October 14, 2023 in downtown Staunton. The Last Bankers Ball will transport guests back to the roaring 20s, complete with vintage decor, jazz music, games and entertainment. Attendees are encouraged to dress up in their finest flapper dresses and fedoras to fully immerse themselves in the experience as they step through the rotating doors into the historic National Valley Bank building (formerly SunTrust in downtown Staunton). SDDA is currently seeking event sponsors to help cover the costs associated with putting on such a unique and immersive experience for attendees. Dollars raised will support initiatives for the coming year(s) which include (but not limited to) BETTER TOGETHER grant opportunities for downtown businesses/organizations.

**SDDA's Annual Celebration.** SDDA will open the doors for their annual celebration to be held in the organization's administrative offices, located on the 2nd floor of 1 East Beverley Street, Wednesday, September 6, 2023, 4PM-8PM. The casual event will provide property and business owners, as well as community members, the opportunity to celebrate recent accomplishments as well as look, share and discuss ideas and plans for the years ahead. The SDDA is encouraging those interested in becoming more involved and sharing their time with the organization to drop in and chat with staff and other current volunteers during this casual downtown social.

**Fall Happenings 2023.** SDDA staff and committee members are currently developing plans for the Fall Happenings in Downtown---scheduled to take place 10AM until 2PM, Saturdays, October 14, 20, 28, 2023. Additional details to be announced.

**Staunton Christmas Parade & Saturdays in December.** SDDA staff and committee members have been developing plans and have submitted a special event application to the City Manager's office for review, seeking a green-light for the Staunton Christmas Parade, to move through downtown Staunton on Monday, November 27, 2023 at 7PM. Committee members are discussing SDDA's Saturdays in December line-up, slated to return 10AM-2PM (weather permitting), Saturdays: December 2, 9, 16, 2023 in various locations through downtown. Additional details to be announced.

# CENTRAL BUSINESS OCCUPANCY



|                                       |                                   | CBD Occupancy - June 2023 |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
|---------------------------------------|-----------------------------------|---------------------------|------------|---------------------|------------------|-----------|--------------|-------|-----|--|---------|--------|----------|-------------|-----------|---------|----------|---------|---------------|---|
|                                       |                                   | Type of Business          |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
|                                       |                                   | Retail                    | Restaurant | Professional office | Service business | Wholesale | Manufacturer | Other | O/R |  | parking | Stairs | Elevator | Rear Egress | restrooms | kitchen | basement | Storage | WiFi/Ethernet |   |
| Business name                         |                                   |                           |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
| Vacant                                |                                   |                           |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
| Residential                           |                                   |                           |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
| Unrentable                            |                                   |                           |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
| City or Government                    |                                   |                           |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
| Church or Bank                        |                                   |                           |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
| Information Needed                    |                                   |                           |            |                     |                  |           |              |       |     |  |         |        |          |             |           |         |          |         |               |   |
| Manion's Candles Scents & Seasons     | 100-102 E. Beverley St            | X                         |            |                     |                  |           |              |       | O   |  |         | X      |          |             | X         |         | X        |         |               |   |
| Heirloom Home                         | 34 E Beverley St                  | X                         |            |                     |                  |           |              |       | R   |  |         | X      |          |             |           |         |          |         |               |   |
| The Downtown 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   |  |         |        |          |             |           |         |          |         |               |   |
| Staunton Mattress                     | 1 E Beverley St                   | X                         |            |                     |                  |           |              |       | O   |  |         |        |          |             | X         |         |          |         |               |   |
| SDDA                                  | 1 E Beverley St, 2rd 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 | X |
| Shenandoah Pizza Kitchen                             | 19-21 E. Beverley St.           |   |   |   |  |  | O | Kitchen and offices |  | X |   |   | X | X |   | X |
| Slyde @ 23   | 23 E Beverley St                |   | X |   |  |  | O |                     |  | X | X | X | X | X |   | X |
| Moonbeam Air BnB                                     | 23 E. Beverley St.              |   |   | X |  |  | O |                     |  | X |   |   | X |   |   | X |
| Star Party (3rd Floor Rooftop)                       | 23 E. Beverley St.              |   | X |   |  |  | O |                     |  | X |   |   | X |   |   | X |
| Sundog Aire BnB                                      | 23 E Beverley St                |   |   | X |  |  | O |                     |  | X | X |   | X |   |   | X |
| Juniper Lane Vintage                                 | 29 E Beverley St                | X |   |   |  |  | O |                     |  | X |   |   | X |   |   |   |
| Tiffany Harlon 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., Suite D     |   | X |   |  |  | R |                     |  | X |   |   | X |   |   | X |
| The Little Collective                                | 101 E. Beverley St.             |   | X |   |  |  | O |                     |  |   |   |   |   |   |   |   |
| The Little Collective                                | 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 |                     |  |   |   |   |   |   |   |   |
| Heifetz International Music Gift Shop and Box Office | 107 E. Beverley Street          | X |   |   |  |  | O |                     |  |   |   |   | X |   |   | X |
| Accordia   | 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 |                     |  |   |   |   |   |   |   |   |
| Staunton 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 Café 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 |   |   |   |
| Staunton 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 Obian                                       | 116 E Beverley St               |   | X |   |  |  | O |                     |  | X | X |   | X | X | X | X |
| First Floor Residential                              | 124 E Beverley St.              |   |   |   |  |  | R |                     |  |   |   |   |   |   |   |   |
| Schmid'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 | 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 |
| Vacant                                | 110 W Beverley St             |   |   |   |   |  |  | X | O |  |  |  | X | X | X | X |   | X |
| Vacant                                | 101 W Beverley St             |   | X |   |   |  |  | R |   |  |  |  |   |   | X | X |   | X |
| Queen City Games and Gifts            | 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 |
| Unrentable                            | 117 W Beverley St             |   |   |   |   |  |  | V |   |  |  |  |   |   |   |   |   |   |
| Blue Point Seafood                    | 119 - 123 W Beverley St       |   | X |   |   |  |  | O |   |  |  |  |   |   | X | X | X |   |
| The Clocktower                        | 27 W Beverley St              |   | X |   |   |  |  | O |   |  |  |  | X | 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 |
| 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 | X |
| Staunton Books                        | 16 W Beverley St              | X |   |   |   |  |  | O |   |  |  |  | X |   | X | X |   | X |
| Queen City Music Studio               | 16 W. Beverley St, 2nd Floor  |   |   | X |   |  |  | O |   |  |  |  |   |   |   |   |   |   |
| Vacant                                | 16 W Beverley St, Third Floor |   |   |   |   |  |  | V |   |  |  |  | X |   | X | X |   |   |
| Frontline Model Kits & Hobbies        | 18 W Beverley St              | X |   |   |   |  |  | O |   |  |  |  | X |   | X | X |   | X |
| Upper Floor Storage                   | 18 W Beverley St              |   |   |   |   |  |  | V |   |  |  |  |   |   |   |   |   |   |





|   |                               |   |  |   |   |  |  |   |   |                |  |   |   |   |   |   |   |   |   |
|---|-------------------------------|---|--|---|---|--|--|---|---|----------------|--|---|---|---|---|---|---|---|---|
| LingoNetworks                               | 23 N. Central Ave             |   |  |   | X |  |  |   | O |                |  |   | X | X | X | X |   |   | X |
| MX 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 |
| Upper floor single family residential       | 2 N. Central Ave              |   |  |   |   |  |  |   | R |                |  |   |   |   |   |   |   |   |   |
| Worthington's Antiques Lower Level          | 7 S. Central Ave              | X |  |   |   |  |  |   | O |                |  | X |   | X |   |   |   | X |   |
| Stanton 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 Baldwin St Suite 1        | X |  |   |   |  |  |   | O |                |  | X |   |   | X |   |   |   |   |
| Community Culture Thrift Exchange           | 110 Baldwin St Suite 2 & 3    |   |  |   |   |  |  |   |   |                |  |   |   |   |   |   |   |   |   |
| 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 Christa | 19 S. Market St               |   |  |   |   |  |  | X | O |                |  |   |   |   |   |   |   |   |   |
| Residential                                 | 27 S Market St                |   |  |   |   |  |  |   | R |                |  |   |   |   |   |   |   |   |   |
| Residential                                 | 33 S Market St                |   |  |   |   |  |  |   | R |                |  |   |   |   |   |   |   |   |   |
| Blackfriars 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 |                |  |   |   |   |   |   |   |   |   |
| Essentially Zen Shop                        | 27 Middlebrook Ave            | X |  |   |   |  |  |   | O |                |  | 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 Shoppe  | 29 Middlebrook Ave            | X |  |   |   |  |  |   | R |                |  |   |   |   |   |   |   |   |   |
| Essentially Zen Shop                        | 29 Middlebrook Ave, 2nd Floor | 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 |                |  |   |   |   |   |   |   |   |   |







|   |                      |   |   |   |   |  |  |   |   |             |  |  |   |   |   |   |   |   |   |
|---|----------------------|---|---|---|---|--|--|---|---|-------------|--|--|---|---|---|---|---|---|---|
| Bruce Elder Antique Classic Automobiles         | 114 S New St         | X |   |   |   |  |  |   | O |             |  |  | X | X | X |   |   |   | X |
| Upper floor single family residence             | 114 S New St         |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| GLO Fiber                                       | 32 S New St          |   |   |   | X |  |  |   | O |             |  |  |   | X | X | X |   |   | X |
| Upper floor apartment (2nd)                     | 32 S New St          |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| Upper floor single family residence (3rd & 4th) | 32 S New St          |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| Bonita's Salon                                  | 28 S New St          |   |   |   | X |  |  |   | O |             |  |  |   |   | X |   |   |   |   |
| Reunion Bakery                                  | 26 S New St          |   | X |   |   |  |  |   | O |             |  |  |   |   | X | X |   |   |   |
| The Staunton Visitor Center                     | 35 B S New St        |   |   |   |   |  |  | X | O |             |  |  |   |   | X |   |   |   | X |
| The Space / SDDA                                | 35 A S. New Street   |   |   |   |   |  |  | X | R |             |  |  |   |   |   |   |   |   | X |
| Traipse   | 32 S. New St.        |   |   | X |   |  |  |   | O |             |  |  |   | X |   |   |   |   | X |
| RR Smith Center for History/Art Gallery         | 20-22 S New St       |   |   |   |   |  |  | X | O | Garden      |  |  | X | X | X | X | X | X | X |
| Staunton Augusta Art Center                     | 20 S. New St         |   |   | X |   |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Augusta County Historical Society               | 20 S. New St         |   |   | X |   |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Historic Staunton Foundation                    | 20 S. New St         |   |   | X |   |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| American Shakespeare Center                     | 20 S. New St.        |   |   | X |   |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Billy Opal                                      | 16 S New St          |   | X |   |   |  |  |   | O |             |  |  |   |   | X | X |   |   |   |
| Upper Floor Residential                         | 16 S New St Apt B    |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| Upper Floor Residential                         | 16 S New St Apt C    |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| The Storefront: A Small Hotel                   | 14 S New St          |   |   |   |   |  |  | X | O |             |  |  | X |   | X | X |   |   | X |
| Medieval Gyfte Shoppe                           | 10 S New St          |   | X |   |   |  |  |   | O |             |  |  |   |   | X |   |   |   |   |
| Harmony Moon                                    | 13 S New St          |   | X |   |   |  |  |   | O |             |  |  | X |   | X | X |   |   |   |
| Upper floor apartment                           | 13 S New St          |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| Debbie Caldwell Studio                          | 11 S New St          |   |   |   |   |  |  | X | O |             |  |  |   |   | X |   |   |   |   |
| Upper floor apartment                           | 11 S New St          |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| Cranberry's Grocery & Eatery                    | 7 S New St           |   | X | X |   |  |  |   | O |             |  |  |   |   | X | X |   |   | X |
| First Floor Vacant                              | 1 Barrister's Row    |   |   |   |   |  |  |   | V |             |  |  |   |   | X |   |   |   |   |
| Dana Cormier, PLC                               | 1 Barrister's Row    |   |   | X |   |  |  |   | O |             |  |  |   |   | X |   |   |   |   |
| Barrister Books                                 | 1 Barrister's Row    |   |   | X |   |  |  |   | O |             |  |  |   |   | X |   |   |   |   |
| Upper Floor Residential                         | 2 Barrister's Row    |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| Vacant  | 9 Lawyers Row        |   |   |   |   |  |  |   | V |             |  |  | X |   | X | X |   |   |   |
| Upper Floor Vacant Second                       | 9 Lawyers Row        |   |   |   |   |  |  |   | V | Echols BLDG |  |  |   |   |   |   |   |   |   |
| Upper Floor Vacant Third                        | 9 Lawyers Row        |   |   |   |   |  |  |   | V |             |  |  |   |   |   |   |   |   |   |
| Robby's Import Auto Repair                      | 625 N Augusta St     |   |   |   | X |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Hershey Tire Co.                                | 624 N Augusta St     |   |   |   | X |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Vacant Lot                                      | ??? N Augusta St     |   |   |   |   |  |  |   | V |             |  |  |   |   |   |   |   |   |   |
| Vacant House                                    | 609 N Augusta St     |   |   |   |   |  |  |   | V |             |  |  |   |   |   |   |   |   |   |
| Black Dog Bikes                                 | 608 N Augusta St     |   | X |   |   |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Mt. Zion Baptist Church                         | 603 N Augusta St     |   |   |   |   |  |  | X | O |             |  |  |   |   |   |   |   |   |   |
| Fire Station                                    | 500 N Augusta St     |   |   |   |   |  |  | X | O |             |  |  |   |   |   |   |   |   |   |
| Vacant  | 505-503 N Augusta St |   |   |   |   |  |  |   | V |             |  |  |   |   |   |   |   |   |   |
| DuPont Community Credit Union                   | 410 N Augusta St     |   |   |   | X |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Empty lot                                       | 414 N. Augusta St.   |   |   |   |   |  |  |   | V |             |  |  |   |   |   |   |   |   |   |
| Ebenezer Baptist Church                         | 415 N Augusta St     |   |   |   |   |  |  | X | O |             |  |  |   |   |   |   |   |   |   |
| Common Sense Computer Service                   | 411A N Augusta St    |   |   |   | X |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Valley Plating & Lighting                       | 409 N Augusta St     |   |   |   | X |  |  |   | O |             |  |  |   |   |   |   |   |   |   |
| Vacant House                                    | 401 N Augusta St     |   |   |   |   |  |  |   | V |             |  |  |   |   |   |   |   |   |   |
| Augusta St United Methodist Church              | 325 N Augusta St     |   |   |   |   |  |  | X | O |             |  |  |   |   |   |   |   |   |   |
| Upper Floor Residential                         | 313 N Augusta St     |   |   |   |   |  |  |   | R |             |  |  |   |   |   |   |   |   |   |
| Vacant  | 311-315 N Augusta St |   |   |   |   |  |  |   | V |             |  |  |   |   |   | X |   |   |   |



|   |                             |  |  |   |   |  |  |   |   |                  |                      |   |   |   |   |   |   |   |
|---|-----------------------------|--|--|---|---|--|--|---|---|------------------|----------------------|---|---|---|---|---|---|---|
| Vacant                                  | 307 N. Augusta St           |  |  |   |   |  |  | V |   |                  |                      | X |   |   | X |   |   |   |
| Edward D Jones                          | 301 N Augusta St            |  |  | X |   |  |  | O |   |                  |                      | X |   |   | X |   |   | X |
| Frazier Associates                      | 213 N Augusta St            |  |  |   |   |  |  | X | O |                  |                      |   |   |   | X | X |   | X |
| St Francis Catholic Church              | 121 N Augusta St            |  |  |   |   |  |  | X | O |                  |                      |   |   |   |   |   |   |   |
| Vacant                                  | 119 N Augusta St            |  |  |   |   |  |  |   | V |                  |                      |   |   |   |   |   |   |   |
| Vacant                                  | 117 N Augusta St            |  |  |   |   |  |  |   | V |                  |                      |   |   |   |   |   |   |   |
| Vacant                                  | 115 N Augusta St            |  |  |   |   |  |  |   | V |                  |                      |   |   |   |   |   |   |   |
| Bricks Restaurant & Pub                 | 111 N Augusta St            |  |  | X |   |  |  |   | O |                  |                      |   |   |   | X | X |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Upper Floor Residential                 | 111 N Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Staunton Academy of Ballet              | 105 N Augusta St            |  |  |   |   |  |  |   | X | O                |                      |   |   |   |   |   | X |   |
| Vacant                                  | Frederick & Augusta Sts     |  |  |   |   |  |  |   | V |                  |                      |   |   |   | X | X |   |   |
| The Y Lofts                             | 41 N. Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| The Y Lofts                             | 41 N. Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| The Y Lofts                             | 41 N. Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| The Y Lofts                             | 41 N. Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| The Y Lofts                             | 41 N. Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| The Y Lofts                             | 41 N. Augusta St            |  |  |   |   |  |  |   | R |                  |                      |   |   |   |   |   |   |   |
| Staunton Innovation Hub                 | 32 N Augusta St             |  |  |   |   |  |  |   | X | O                | 70 Members/coworking |   | X | X | X | X | X | X |
| Project Grows                           | 32 N Augusta St, 2nd flr #1 |  |  |   |   |  |  |   | X | O                |                      |   | 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 |
| Tributum/Anpersand/Flywheel             | 32 N Augusta St 2nd flr #3  |  |  | X |   |  |  |   | O |                  |                      |   | X | X | X | X | X | X |
| Genuine Attraction Lifecoaching for Men | 32 N Augusta St 2nd flr #4  |  |  | X |   |  |  |   | O |                  |                      |   | X | X | X | X | X | X |
| Camp Quest                              | 32 N Augusta St 2nd flr #5  |  |  | X |   |  |  |   | O |                  |                      |   | 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 |
| Aioli 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 |   |   |
| Old Wharf Tattoo                        | 23 N Augusta St             |  |  |   |   |  |  |   | O |                  |                      |   |   |   | X |   |   |   |
| Bella Inn                               | 27 N. Augusta Street        |  |  |   |   |  |  |   | X | O                |                      |   |   |   |   |   |   |   |
| Vacant First Floor Unrentable           | 24 N Augusta St             |  |  |   |   |  |  |   | V |                  |                      |   |   |   |   |   |   |   |
| Visulte 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                      | 9 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 Stanmyre Noel Architects      | 123 S. Augusta St           |  |  | X |   |  |  |   | O |                  |                      |   |   |   |   |   |   |   |
| Vellines, Glick and Whitseil            | 125 S. Augusta St.          |  |  | X |   |  |  |   | O |                  |                      |   | X | X | X | X |   | X |
| Wharton Aldhizer & Weaver, PLC          | 125 S Augusta St            |  |  | X |   |  |  |   | O |                  |                      |   | X | X | X | X |   | X |

|  |                           |   |   |   |  |  |  |  |   |           |  |   |   |   |   |   |   |   |   |
|--|---------------------------|---|---|---|--|--|--|--|---|-----------|--|---|---|---|---|---|---|---|---|
| World Strides                          | 125 S Augusta St          |   | X |   |  |  |  |  | O |           |  | X | X | X | X | X | X | X | X |
| Stacks Foods & Catering                | 125 S. Augusta St.        | X |   |   |  |  |  |  | O |           |  | X | X | X | X | X | X | X | X |
| American Beauty Salon                  | 125 S Augusta St          |   |   | X |  |  |  |  | O |           |  | X | X | X | X |   |   |   | X |
| World Strides OnStage                  | 125 S Augusta St,Basement |   | X |   |  |  |  |  | O |           |  | 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   |  |   |   |   |   |   |   |   |   |
| Altenergy 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 |           |  |   |   |   |   |   |   |   |   |
| Vacant                                 | 213 N Lewis St            |   |   |   |  |  |  |  | V |           |  |   |   |   |   |   |   |   |   |
| Phoenix Fitness and Yoga               | 213B N Lewis St           |   |   |   |  |  |  |  |   |           |  |   |   |   |   |   |   |   |   |
| Jazzercise of Staunton                 | 213C N Lewis St           |   |   | X |  |  |  |  | O |           |  |   |   |   |   |   |   |   |   |
| Acme Tattoo                            | 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 |   |   |   |   |
| Residential                            | 114 S Lewis St            |   |   |   |  |  |  |  | R |           |  | X |   |   | X | X |   |   | X |
| Vacant                                 | 110 S Lewis St            |   |   |   |  |  |  |  | V |           |  |   |   |   |   |   |   |   |   |
| 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 |           |  |   |   |   |   |   |   |   |   |



# MAIN STREET REPORTS

## QUARTERS 3 & 4

**Quarterly Report**  
**Main Street Economic Development Data**  
*email to: [mainstreet@dchcd.virginia.gov](mailto:mainstreet@dchcd.virginia.gov)*

|         |           |                  |                 |
|---------|-----------|------------------|-----------------|
| Quarter | Quarter 3 | Community Name:  | Staunton (SDDA) |
| Year:   | 2022      | Program Manager: | Greg A. Beam    |

| <b>COMPLETED PRIVATE BUILDING IMPROVEMENTS</b>   |   |             |            |
|--|---|-------------|------------|
| <i>For description of improvements indicate only one of the following: facade, signage, exterior, interior, new construction, or other</i> |   |             |            |
| #  | Street Address of Building (provide full address) | Improvement | Cost       |
| 1  |   |             |            |
| 2  |   |             |            |
| 3  |   |             |            |
| 4  |   |             |            |
| 5  |   |             |            |
| 6  |   |             |            |
| 7  |   |             |            |
| 8  |   |             |            |
| 9  |   |             |            |
| 10   |   |             |            |
| <b>Total</b>   |   |             | <b>\$0</b> |

| <b>COMPLETED PUBLIC IMPROVEMENTS</b>  |   |             |            |
|---|---|-------------|------------|
| <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   |   |             |            |
| 4   |   |             |            |
| 5   |   |             |            |
| 6   |   |             |            |
| 7   |   |             |            |
| 8   |   |             |            |
| 9   |   |             |            |
| 10  |   |             |            |
| <b>Total</b>  |   |             | <b>\$0</b> |

| <b>BUSINESSES OPENING AND EXPANDING EMPLOYMENT</b>   |                                |                                       |             |           |
|--|--------------------------------|---------------------------------------|-------------|-----------|
| <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  | Frontline Model Kits & Hobbies | 18 W. Beverley Street                 | expansion   | 2         |
| 2  | Billy Opal                     | 16 S. New Street                      | new opening | 5         |
| 3  | Sweet Addie's                  | 132 W. Beverley Street                | new opening | 5         |
| 4  | Accordia                       | 114 E. Beverley Street                | new opening | 5         |
| 5  |                                |                                       |             |           |
| 6  |                                |                                       |             |           |
| 7  |                                |                                       |             |           |
| 8  |                                |                                       |             |           |
| 9  |                                |                                       |             |           |
| 10   |                                |                                       |             |           |
| <b>Total</b>   |                                |                                       |             | <b>17</b> |

| <b>BUSINESSES CLOSING</b>   |                              |                                       |          |          |
|---|------------------------------|---------------------------------------|----------|----------|
| <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   | Shenandoah Valley Brewing Co | 103 W. Beverley Street                | closing  | 5        |
| 2   |                              |                                       |          |          |
| 3   |                              |                                       |          |          |
| 4   |                              |                                       |          |          |
| 5   |                              |                                       |          |          |
| 6   |                              |                                       |          |          |
| 7   |                              |                                       |          |          |
| 8   |                              |                                       |          |          |
| 9   |                              |                                       |          |          |
| 10  |                              |                                       |          |          |
| <b>Total</b>  |                              |                                       |          | <b>5</b> |

\* 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).

| <b>VOLUNTEER INVESTMENT</b>   |          |             |         |
|---|----------|-------------|---------|
| <i>Total number of hours spent by all Main Street Program volunteers (board, committee &amp; special projects) this month</i> |          |             |         |
| Event   | DATE     | Hours       | # Hours |
| WINE, THE SPACE, MERRY, THE SPACE, BERRY, THE SPACE   | 09/18/22 | 10:00-12:00 | 2000    |
| COFFEE SIGN MEETING, WHERF MEETING  |          |             |         |



# Quarterly Report

## Main Street Economic Development Data

email to: [mainstreet@dhcd.virginia.gov](mailto:mainstreet@dhcd.virginia.gov)

|                |           |                         |                 |
|----------------|-----------|-------------------------|-----------------|
| <b>Quarter</b> | Quarter 4 | <b>Community Name:</b>  | Staunton (SDDA) |
| <b>Year:</b>   | 2022      | <b>Program Manager:</b> | 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  |   |             |            |
| 2  |   |             |            |
| 3  |   |             |            |
| 4  |   |             |            |
| 5  |   |             |            |
| 6  |   |             |            |
| 7  |   |             |            |
| 8  |   |             |            |
| 9  |   |             |            |
| 10   |   |             |            |
| <b>Total</b>   |   |             | <b>\$0</b> |

| 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   |   |             |            |
| 4   |   |             |            |
| 5   |   |             |            |
| 6   |   |             |            |
| 7   |   |             |            |
| 8   |   |             |            |
| 9   |   |             |            |
| 10  |   |             |            |
| <b>Total</b>  |   |             | <b>\$0</b> |

| 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  | Society for Victorian Arts and | 22 South Coalter Street               | new opening | 2        |
| 2  | Magdalena Bake                 | 208 North Central Avenue              | expansion   | 5        |
| 3  | Kreative Graces                | 12B Byers Street                      | new opening | 2        |
| 4  |                                |                                       |             |          |
| 5  |                                |                                       |             |          |
| 6  |                                |                                       |             |          |
| 7  |                                |                                       |             |          |
| 8  |                                |                                       |             |          |
| 9  |                                |                                       |             |          |
| 10   |                                |                                       |             |          |
| <b>Total</b>   |                                |                                       |             | <b>9</b> |

| 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   | Basement on Byers | 3 Byers Street                        | closing  | 2        |
| 2   |                   |                                       |          |          |
| 3   |                   |                                       |          |          |
| 4   |                   |                                       |          |          |
| 5   |                   |                                       |          |          |
| 6   |                   |                                       |          |          |
| 7   |                   |                                       |          |          |
| 8   |                   |                                       |          |          |
| 9   |                   |                                       |          |          |
| 10  |                   |                                       |          |          |
| <b>Total</b>  |                   |                                       |          | <b>2</b> |

*\* 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 &amp; special projects) this quarter</i> |         |
|   | # Hours |
| City Meetings, Board, OCIM, Fall Happenings, Veterans Day (The Space), Staunton Christmas Parade, Scud days in Dec              | 5500+   |

# FY23 WORK PLAN

**[VIEW ONLINE](#)**





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.

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**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

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\* 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, ~~Stouton 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:**

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\* 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).

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\* 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 (ctapestry)

## 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.

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

\* 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.

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**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

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**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*

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

\* Initiatives addressed in the City Contract







# FY24 PROPOSED BUDGET

**[VIEW ONLINE](#)**

**[VIEW FY23 BUDGET](#)**



2022/2023  
Board of Directors & Staff

Jessica Godsie Sawyers  
*President*  
*Promotions Chair*

Len Doran  
*Immediate Past President*  
*Organization Chair*

Claire Richardson  
*Vice President*

Tammy Warren  
*Treasurer*

Liesel Crosier  
*Secretary*

Sarah Lynch  
*Economic Vitality Chair*

Brad Arrowood  
*Design Chair*

Leslie M. Beauregard  
*Ex-Officio*

TBA  
*City Council Liaison*

Greg A. Beam  
*Executive Director*

Michele Waitier  
*Assistant Executive Director*

Ellen Ashby  
*Finance Manager*



January 19, 2023

Ms. Jessie L. Moyers  
Chief Financial Officer  
City of Staunton / Department of Finance  
PO Box 58, Staunton, VA 24402

Dear Ms. Moyers,

On behalf of the SDDA, I am submitting the annual proposed budget based on receiving revenues of \$207,650.00 from the City of Staunton. This consists of an annual appropriation of \$62,000 from City General Funds and \$145,650.00 from the special tax levy of 15 cents in the Downtown Service District. We are requesting that Staunton City Council maintain the current tax rate in the DSD and increase the contribution of the annual appropriation from \$50,000 to \$62,000.

Over the past year we have expanded upon our existing initiatives, events, happenings and experiences for our community to safely come together and enjoy our downtown. We continue to explore ways in which we can pull together other partners and supporters as we establish new experiences, creating positive new memories for individuals and families. The SDDA has remained focused on gathering and sharing information about ever-changing shifts in business hours and operations—as downtown business owners continue to respond and recover from the past few years. The SDDA continues to make the best use of our social media and website in an effort to provide the community with up-to-date information with regards to business locations, hours, contact information and service updates—ensuring that folks know where, when and how our downtown businesses are currently operating. In response to the pandemic, SDDA has extended beyond the DSD borders to include other Staunton businesses as our “neighbors” on our website. It remains the right thing to do—as we are all (still) in this together. We often receive feedback that the community turns first to our website for information about Staunton businesses, downtown properties as well as community events. To date, the SDDA website averages over 5,500+ visits per month. The SDDA currently has over 6,200 followers on Facebook, 2,800 on Instagram and over 3,000 subscribers in the SDDA “community” e-blast list. We continue to receive positive feedback that our Weekend Update social media post and e-blast are a “go-to” for weekly downtown happenings. We continue to believe in and work towards improving upon the statement that “downtown is home”.

The continued interest from the community in special events and programming in downtown and support to our stakeholders have continued to add to the administrative responsibilities that challenge the boundaries of our staff capacity. We are also (as are many others) experiencing increases in operational costs, which continue to tax our operations budget as we pivot to remain in a stable place to effectively assist with downtown business recruitment, retention and recovery. We are requesting for a \$12,000 increase in the city investment to assist us as we move into 2024. During December 2022, the SDDA received notification that the CSPDC/BRITE Transit Advisory Committee has recently reviewed and approved a new partner match formula to take affect FY2024. With the new formula in place, the SDDA’s annual match will increase from \$10,612 in FY2023 to \$12,835 in FY24—a significant jump for our matching dollars. It is our hope that the City of Staunton will aid us in providing additional funding in FY24 to BRITE Transit. We are unsure of what additional increases, unexpected costs/expenses that the year ahead will hold, however we are hopeful and feel confident that with increased financial support of the City of Staunton we will be able to move forward, continuing to offer quality services to our community, whenever—however possible.

It has certainly been a challenging past few years for all of us, however we continue to push forward and determine ways in which the SDDA will be of the most assistance to our stakeholders each day, week and month, which is unique to our abilities, always aware to be mindful of not duplicating services with other nonprofits. We continue to explore ways in which to connect and collaborate with other non-profits and agencies to best serve our community. We continue to work towards encouraging a healthy and robust Downtown environment, a “third place” where the residents are able to safely shop, stay and play. I remain proud of our very capable, talented and dedicated Board of Directors, volunteers, staff and community partners. We will continue to raise the bar in terms of stakeholder services in the coming year as together we create new programs, projects and initiatives that not only elevates our downtown, but our community as a whole.

Approving an increase in the SDDA budget level will continue to support current and future goals—as together we work towards not only maintaining, but growing and improving our beautiful downtown. I appreciate your consideration for recommending that Staunton City Council maintain the current tax rate in the DSD and an increase of the contribution of the annual appropriation from \$50,000 to \$62,000 in the 2024 fiscal year. Please let me know if you require any additional information, details and/or reports for review while considering our request. We look forward to continuing our outstanding partnership with the City of Staunton.

  
Greg A. Beam  
Executive Director  
Staunton Downtown Development Association (SDDA)

CC: Ms. Leslie M. Beauregard, Staunton City Manager; Ms. Jessica Godsie Sawyers, SDDA Board President



# SDDA Budget FY24

INCOME - 2023-2024

Updated 07.01.23

|                             | (Projected)          |
|-----------------------------|----------------------|
| CITY APPROPRIATION          | \$ 62,000.00         |
| TAX DISTRICT CONTRIBUTION   | \$ 145,650.00        |
| TRANSIT SIGNS               | \$ 15,835.00         |
| MEMBERSHIP DUES             | \$ 2,500.00          |
| SPONSORSHIP                 | \$ 25,000.00         |
| PROMOTIONS INCOME           | \$ 12,000.00         |
| BUSINESS RELIEF & RETENTION | \$ 3,820.96          |
| FUNDRAISING                 | \$ 25,000.00         |
| <b>Projected INCOME</b>     | <b>\$ 291,805.96</b> |

## EXPENSES 2023-2024

|                          |             |
|--------------------------|-------------|
| <b>BOARD</b>             |             |
| Total BOARD              | \$4,650.00  |
| <b>DESIGN</b>            |             |
| Total DESIGN             | \$16,500.00 |
| <b>ECONOMIC VITALITY</b> |             |
| Total ECONOMIC VITALITY  | \$9,320.96  |
| <b>OPERATING</b>         |             |
| Total OPERATING          | \$48,440.60 |
| <b>ORGANIZATION</b>      |             |
| Total ORGANIZATION       | \$4,000.00  |

|                                    |              |
|------------------------------------|--------------|
| <b>PROMOTIONS</b>                  |              |
| Total PROMOTIONS                   | \$19,700.00  |
| <b>SALARIES &amp; COMPENSATION</b> |              |
| Total SALARIES & COMPENSATION      | \$171,275.06 |
| <b>TRAVEL &amp; CONFERENCES</b>    |              |
| Total TRAVEL & CONFERENCE          | \$ 5,084.34  |
| <b>TROLLEY</b>                     |              |
| Total TROLLEY                      | \$12,835.00  |
| <b>TOTAL EXPENSES</b>              | \$291,805.96 |
| <b>NET INCOME</b>                  | \$ -         |



COMPILED FINANCIAL  
STATEMENTS  
JUNE 30, 2022

**STAUNTON DOWNTOWN  
DEVELOPMENT ASSOCIATION, INC**  
Compiled Financial Statements  
June 30, 2022



# STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION, INC

## Contents

|   | <u>Page</u> |
|---|-------------|
| <b>Independent Accountant's Compilation Report</b>  | 1           |
| <b>Financial Statements:</b>  |             |
| Statement of Assets, Liabilities, and Net Assets - Modified Cash Basis                    | 2           |
| Statement of Revenues, Expenses, and Other Changes in<br>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, 2022, 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 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.

*Didawick & Company, P.C.*

May 2, 2023

**Staunton Downtown Development Association, Inc**  
**Statement of Assets, Liabilities, and Net Assets - Modified Cash Basis**  
**At June 30, 2022**

**ASSETS**

## Current assets:

|  |               |
|--|---------------|
| Cash - operating                           | \$ 5,490      |
| Cash - savings and certificates of deposit | <u>45,618</u> |
| Total current assets                       | <u>51,108</u> |

## Property and equipment:

|                               |                 |
|-------------------------------|-----------------|
| Furniture and equipment       | 33,210          |
| Software                      | <u>2,633</u>    |
| Total property and equipment  | 35,843          |
| Less accumulated depreciation | <u>(18,065)</u> |
| Net property and equipment    | <u>17,778</u>   |

|              |               |
|--------------|---------------|
| Total assets | <u>68,886</u> |
|--------------|---------------|

**LIABILITIES AND NET ASSETS**

## Current liabilities:

|                           |              |
|---------------------------|--------------|
| Accounts payable          | <u>2,552</u> |
| Total current liabilities | <u>2,552</u> |

|                   |              |
|-------------------|--------------|
| Total liabilities | <u>2,552</u> |
|-------------------|--------------|

## Net assets:

|                            |               |
|----------------------------|---------------|
| Without donor restrictions | 46,836        |
| With donor restrictions    | <u>19,498</u> |

|                  |               |
|------------------|---------------|
| Total net assets | <u>66,334</u> |
|------------------|---------------|

|                                  |                  |
|----------------------------------|------------------|
| Total liabilities and net assets | <u>\$ 68,886</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, 2022**

|  | Without Donor<br>Restrictions | With Donor<br>Restrictions | Total          |
|--|-------------------------------|----------------------------|----------------|
| <b>REVENUES, GAINS AND OTHER SUPPORT:</b>                |                               |                            |                |
| City of Staunton   | \$ 50,000                     | \$ -                       | \$ 50,000      |
| Tax district   | 174,337                       | -                          | 174,337        |
| Grants   | -                             | 24,500                     | 24,500         |
| Contributions  | 5                             | -                          | 5              |
| Memberships  | 1,650                         | -                          | 1,650          |
| Promotions   | 29,767                        | -                          | 29,767         |
| Advertising  | 9,958                         | -                          | 9,958          |
| Interest income  | 12                            | -                          | 12             |
| Net assets released from restrictions:                   |                               |                            |                |
| Expenses satisfying donor-stipulated usage restrictions: |                               |                            |                |
| Expenses for the Space                                   | 19,532                        | (19,532)                   | -              |
| Expenses for Better Together                             | 500                           | (500)                      | -              |
| Total revenues, gains and other support                  | <u>285,761</u>                | <u>4,468</u>               | <u>290,229</u> |
| <b>EXPENSES:</b>   |                               |                            |                |
| Program services:  |                               |                            |                |
| Downtown enhancement:                                    |                               |                            |                |
| Salaries   | 58,113                        | -                          | 58,113         |
| Payroll taxes  | 4,976                         | -                          | 4,976          |
| Advertising and promotion                                | 5,875                         | -                          | 5,875          |
| Auto expenses  | 274                           | -                          | 274            |
| Committee expenses                                       | 31,663                        | -                          | 31,663         |
| Depreciation   | 1,835                         | -                          | 1,835          |
| Information technology                                   | 2,999                         | -                          | 2,999          |
| Insurance  | 6,924                         | -                          | 6,924          |
| Office, postage, and printing                            | 4,927                         | -                          | 4,927          |
| Travel and conferences                                   | 2,010                         | -                          | 2,010          |
| Trolley - local match                                    | 10,606                        | -                          | 10,606         |
| Total program services                                   | <u>130,202</u>                | <u>-</u>                   | <u>130,202</u> |
| Supporting services:                                     |                               |                            |                |
| General and administration:                              |                               |                            |                |
| Salaries   | 36,162                        | -                          | 36,162         |
| Payroll taxes  | 2,488                         | -                          | 2,488          |
| Bank fees  | 20                            | -                          | 20             |
| Occupancy  | 22,130                        | -                          | 22,130         |
| Information technology                                   | 529                           | -                          | 529            |
| Office, postage, and printing                            | 870                           | -                          | 870            |
| Professional fees  | 3,437                         | -                          | 3,437          |
| Total general and administration                         | <u>65,636</u>                 | <u>-</u>                   | <u>65,636</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, 2022**

|                               | Without Donor<br>Restrictions | With Donor<br>Restrictions | Total            |
|-------------------------------|-------------------------------|----------------------------|------------------|
| Fundraising:                  |                               |                            |                  |
| Salaries                      | 35,812                        | -                          | 35,812           |
| Payroll taxes                 | 2,488                         | -                          | 2,488            |
| Committee expenses            | 7,914                         | -                          | 7,914            |
| Events                        | <u>19,957</u>                 | <u>-</u>                   | <u>19,957</u>    |
| Total fundraising             | <u>66,171</u>                 | <u>-</u>                   | <u>66,171</u>    |
| <br>                          |                               |                            |                  |
| Total expenses                | <u>262,009</u>                | <u>-</u>                   | <u>262,009</u>   |
| <br>                          |                               |                            |                  |
| Change in net assets          | 23,752                        | 4,468                      | 28,220           |
| <br>                          |                               |                            |                  |
| Net assets, beginning of year | <u>23,084</u>                 | <u>15,030</u>              | <u>38,114</u>    |
| <br>                          |                               |                            |                  |
| Net assets, end of year       | <u>\$ 46,836</u>              | <u>\$ 19,498</u>           | <u>\$ 66,334</u> |

**Staunton Downtown Development Association, Inc.**  
**Statement of Cash Flows - Modified Cash Basis**  
**For the Year Ended June 30, 2022**

|  |                  |
|--|------------------|
| <b>Cash flows from operating activities:</b>   |                  |
| Change in net assets   | \$ 28,220        |
| Adjustments to reconcile change in net assets to net cash provided by (used for) operating activities: |                  |
| Depreciation   | 1,835            |
| Increase (decrease) in accounts payable  | 2,290            |
| Increase (decrease) in payroll taxes payable   | <u>(2,089)</u>   |
| Net cash provided by (used for) operating activities   | <u>30,256</u>    |
| <b>Cash flows from investing activities:</b>   |                  |
| Purchase of equipment  | <u>(19,613)</u>  |
| Net cash provided by (used for) investing activities   | <u>(19,613)</u>  |
| Net change in cash and cash equivalents  | 10,643           |
| Cash and cash equivalents, beginning of year   | <u>40,465</u>    |
| Cash and cash equivalents, end of year   | <u>\$ 51,108</u> |



**STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION, INC.**  
**Notes to Financial Statements**  
**June 30, 2022**

**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, 2022, 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. 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 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, 2022**

**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 costing more than \$1,000 and having 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 the modified cash basis of accounting 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, 2022.

**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 and Promotion**

The Organization expenses advertising and promotion costs as they are paid. Advertising and promotion costs during the year ended June 30, 2022 totaled \$5,875.

**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, 2022**

**3. CONCENTRATIONS OF CREDIT RISK**

The Organization maintains cash balances in two financial institutions. The balances are insured by the Federal Deposit Insurance Corporation up to \$250,000 per institution. As of June 30, 2022, the Organization had no uninsured cash balances.

**4. LIQUIDITY MANAGEMENT**

The following reflects the Organization's financial assets as of June 30, 2022, 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   | \$ 51,108        |
| Less those unavailable for general expenditure within one year, due to:               |                  |
| Donor- and grantor-imposed usage restrictions   | <u>19,498</u>    |
| Financial assets available to meet cash needs for general expenditure within one year | <u>\$ 31,610</u> |

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

**5. NATURE OF DONOR-IMPOSED RESTRICTIONS**

Net asset restrictions for fiscal year 2022 consist of grant funding received by the Organization that is required to be spent in accordance with stipulations as specified by the grantor.

**6. SUBSEQUENT EVENTS**

Management has evaluated subsequent events through May 2, 2023, 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.



