

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