

PROMOTIONS

SPONSORS, COMMUNITY AND MEDIA PARTNERS

The SDDA would like to thank these local businesses and organizations for their support of Downtown Staunton.

- | | |
|------------------------------------------------|------------------------------------------|
| American Shakespeare Center | Newtown Neighborhood Association |
| Ampersand Arts | O'Brien Roofing |
| Baja Bean Company | Pufferbellies Toys and Books |
| BB&T Bank | Queen City Creative LLC |
| Blue Mountain Coffees | Salvation Army |
| Blue Ridge Area Food Bank | Schnitzhofer & Associates |
| Blue Ridge Magic Club | ShenanArts |
| Byers Street Bistro | Shenandoah Pizza |
| Children's Art Network | Small Business Development Center |
| Classic Carriage Company | STAR 94 |
| Community Bank | Staunton Augusta Art Center |
| Community Foundation of the Central Blue Ridge | Staunton Augusta Farmers Market |
| Cranberry's Grocery and Eatery | Staunton Creative Community Fund |
| Domino's Pizza | Staunton Department of Public Works |
| Frazier Associates | Staunton Economic Development Department |
| Fretwell Base & Acoustic Instruments | Staunton Fire Department |
| Gary Kirby | Staunton Kiwanis |
| George Bowers Grocery | Staunton Music Guild |
| Interim Health Care | Staunton Parks and Recreation |
| Insurance Partners of Virginia | Staunton Performing Arts Center |
| John's Computers | Staunton Police Department |
| Lingo Networks | Staunton Tourism |
| Little Caesars Pizza | Sunspots Studios |
| Loudoun Mutual | The Hook |
| Mary Baldwin College | Valley Mission |
| Messer Landscaping | Virginia Main Street |
| Mountain View Painting and Powerwashing | Visulite Cinemas |
| MY 95.5 | WNRN MIX 93.1 |
| News Leader | |

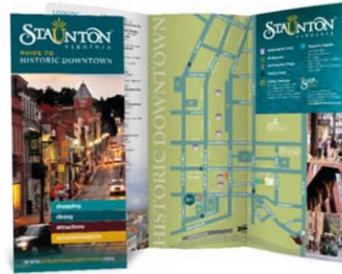
Sponsorships, partnerships, donations and contributions enabled us to increase our modest Promotions budget of \$24,891 to \$92,612! The SDDA was able to enrich events, entertainment, giveaways and production costs and assist Downtown businesses by underwriting cooperative ad packages for affordable print and radio ads. The SDDA negotiated full page, full color print ads in The News Leader for the Holiday insert, Extended Hours monthly ads for 6 months, Love, Downtown, Thank You Tuesdays and an insert in The Hook for Restaurant Week. Radio ad packages were offered on STAR 94 and MY 95.5, who also created a live, satellite radio station in Staunton for the month of December.

Sponsor Dollars	\$7,830
Media Trade-Out Dollars	\$36,700
Promotions Advertising Budget	\$13,191
Promotions Buy Locally	\$4,000
Economic Development Committee	
Extended Store Hours	\$6,000



« **STAUNTON'S SECOND ANNUAL RESTAURANT WEEK** was a collaboration between SDDA and Tourism and was promoted in *The Hook* with an insert and a website www.StauntonYum.com and linked with the Tourism epicurean site, SavorStaunton.com. A dollar from each meal benefitted The Mark Tinsley Scholarship Fund and generated over \$1,600.

» **NEW SHOPPING AND DINING GUIDES** were designed to be more user friendly with simpler listings and formatting and fresh photography.



« **THANK YOU TUESDAYS** was created to attract local customers early in the week to boost sales. Much of the credit for this promotion goes to Shirley Robinson from Grandma's Bait who worked with the SDDA staff.

2011-2012 EVENTS & PROMOTIONS

- | | |
|---------------------------|-------------------------------------------------|
| ▲ HALLOWEEN DOWNTOWN | ▲ EARTH DAY |
| ▲ SPARKLES AND SWEETS | ▲ QUEEN CITY GREEN CITY WINDOW EXHIBIT |
| ▲ CHRISTMAS PARADE | ▲ HOP ALONG THE BUNNY TRAIL |
| ▲ COMMUNITY BAZAAR | ▲ STAUNTON JAMS |
| ▲ TOY COLLECTIONS | ▲ THANK YOU TUESDAYS |
| ▲ ELFIS—GIFT CARD | ▲ EXTENDED HOURS |
| ▲ MY 95.5 SATELLITE RADIO | ▲ MINDS WIDE OPEN: CHILDREN IN THE ARTS EXHIBIT |
| ▲ LOVE, DOWNTOWN | ▲ KID'S NIGHT OUT |
| ▲ RESTAURANT WEEK | ▲ STREET ENTERTAINMENT |
| ▲ BUY LOCALLY | |



2011-2012 STAUNTON DOWNTOWN DEVELOPMENT ANNUAL REPORT



LETTER FROM THE PRESIDENT

Throughout history some of our greatest achievements have been created in the most challenging and difficult times. We often shine our brightest during the darkest of hours. Armed with courage and determination many business owners have ridden a roller coaster of uncertainty these past few years. Many have had major set-backs and financial scares, but we also have those that have survived and evolved. It's encouraging to see how many business owners and entrepreneurs have looked at these current challenges with hope and optimism. They have adjusted their attitudes while they looked at the current state of the economy — and chosen to dive into these difficulties to create new opportunities. They have chosen to not waste their time and energy on worrying but instead they are investing their time into being more creative and focusing on not only survival but also methods of how to grow with less resources often with greater successes than they ever would have seen before. This takes courage.

It has likely required them to decide to put shame aside, roll up their sleeves and continue to push forward each day to stay in business and continue to offer their services. This has required each of them to practice authenticity — even if they're not aware and/or haven't chosen to call it that.

Author Brene Brown writes, "Authenticity is a daily practice. Choosing authenticity means cultivating the COURAGE to be emotionally honest, to set boundaries, and to allow ourselves to be vulnerable; exercising the COMPASSION that comes from knowing that we are all made of strength and struggle and connected to each other through a loving and resilient human spirit; nurturing the CONNECTION and sense of belonging that can only happen when we let go of what we are supposed to be and embrace who we are. Authenticity demands WHOLEHEARTED living and loving — even when it's hard, even when we're wrestling with the shame and fear of not being good enough, and especially when the joy is so intense that we're afraid to let ourselves feel it.

“In the middle of difficulty lies opportunity.”

— ALBERT EINSTEIN

Mindfully practicing authenticity during our most soul-searching struggles is how we invite GRACE, JOY and GRATITUDE into our lives."

The SDDA is inspired by our local business owners and entrepreneurs. We are grateful that they are sharing their ideas and energies with us and that they are continuing to provide their services and working to keep their doors open — they are ensuring that our community remains wonderful. They are all heroes.

— Greg Beam, SDDA Board President



PHOTOS BY WOODS PIERCE

**2011-2012
BUSINESS
ACTIVITY**

**33 BUSINESSES
HAVE OPENED,
EXPANDED OR
RELOCATED SINCE
JULY 2011:**

- Aioli Mediterranean Cuisine
- Appalachian Piecework
- Augusta Arts in the Unreal City
- Beverley Cigar Store
- Bonita's Salon
- BuzzNutrition
- CASA
- Celebrate!
- Darjeeling Café
- Ducks In A Row
- Farmer's Market - Wednesdays
- FOOD by Mike Lund
- Frances Dowdy Photography
- Gary Sprouse Signs
- Hair Space
- HES Rugs
- Karma Ink Tattoos
- Kevin McCartin Designs
- LingoNetworks
- Market at the Train Station
- The Missing Piece
- Moats Barbershop
- New Directions Thrift
- Peekaboo
- Queen City Creative LLC
- Queen City Sewing Company
- Rule: Forty-Two
- Sew Nu Consignments
- Shenandoah Brewing Company
- Short Box Comics
- Staunton Computer Service
- Staunton Yoga Coop
- Taste of India

**2 BUSINESSES
HAVE NEW OWNERS:**

- MarDen Graphics
- Mugshots Café and Coffeehouse

The Staunton Downtown Development Association is a nonprofit association established to enhance Downtown Staunton's economic environment as a center of commerce while maintaining the character and integrity of the City's central business district as an attractive place to live, work and visit.



Staunton Downtown Development Association
110 W. Johnson St., Suite 225
540-332-3867
www.stauntondowntown.org

GRAPHIC DESIGN BY QUEEN CITY CREATIVE

CONFESSIONS
of an Entrepreneur



« *“Confessions of An Entrepreneur” drew a good crowd with an interesting mix of Downtown business owners, SCCF clients and friends and curious attendees from the Staunton community.*



» *In May, Meghan Williamson introduces Caroline and Doug Sheridan from Sunspots Studios, Erin Blanton from Pufferbellies Toys & Books and Cary McCallum of The Sacred Circle.*

Now more than ever, entrepreneurs are running their businesses with maximum impact and minimum resources, especially staff, making it difficult for business owners to step away from their businesses to attend more meetings. The SDDA found that attendance was dwindling at traditionally formatted educational events and decided to take a different approach.

After much discussion with the Economic Development Committee, Julie Markowitz had an opportunity to speak with Todd Barmon from the National Trust Main Street Center in South Boston, VA at a Virginia Main Street training. He offered some great advice saying, “Entrepreneurs need to feel that they are a part of something greater than themselves where they can make a contribution. They are by nature, active not passive.”

The next step was for the SDDA staff to meet with Meghan Williamson, Justin Van Kleeck and Joelle Hackney of the Staunton Creative Community Fund, to bring this idea to life. Together, we invented “Confessions of An Entrepreneur.” This type of casual, organic gathering is a loosely formatted conversational exchange between businesses from our own community that have endured, evolved, and reinvented themselves to succeed.

In February, Downtown businesses were invited to attend a Downtown Round Table “Education Revolution” to discuss what, why and how they would like to learn. There were several formats discussed. Conversational, peer-to-peer formats were overwhelmingly preferred and Confessions of An Entrepreneur was introduced and accepted. We planned three events in May, June and July at George Bowers Grocery and invited Downtown businesses and non-profits to tell their amazing stories and celebrate their courage.



« **THE DOWNTOWN SIGN KIOSKS** on Augusta Street and in the Wharf had lost their luster with broken locks, taped doors, leaking plexi-glass and faded paint. The Design Committee worked with the City of Staunton Public Works to refurbish the Augusta Street kiosk and to move the Wharf Kiosk closer to Johnson Street to make it more accessible to the public. This year, the Staunton Downtown Development Association is hoping to find a donor willing to help finance the refurbishment of the aging Wharf kiosk.

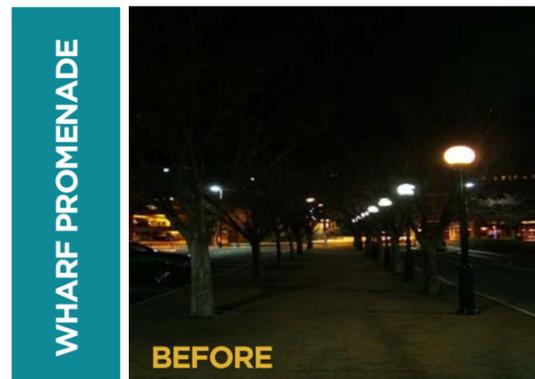
“Change is inevitable, growth is intentional.”

— GLENDA CLOUD

\$25,000
**VIRGINIA MAIN STREET
DOWNTOWN
IMPROVEMENT GRANT**

New Lighting in the Wharf

In February 2012, the Staunton Downtown Development Association was awarded a Main Street Downtown Improvement grant valued at \$25,000 to fund the upgrade of Downtown Service District streetscape lighting in The Wharf, Staunton Station and Middlebrook Avenue areas. This upgrade has been completed through the leveraging of a strong partnership between the SDDA, the City of Staunton and the Public Works Department.

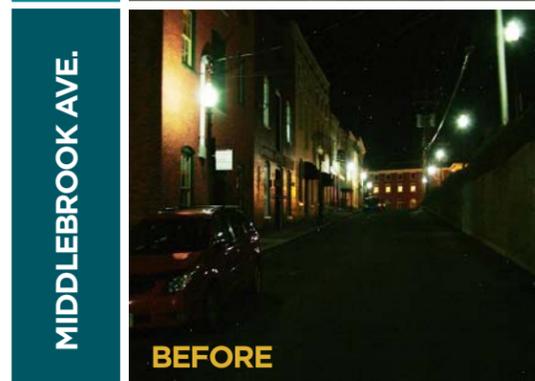


BEFORE



AFTER

42 fixtures in the target areas were installed a part of the Downtown Streetscape Plan in the 1980's. Original fixtures emitted 3,200 lumens from 42 watt compact fluorescents. Much of that light was lost up into the sky and did not illuminate sidewalks.



BEFORE



AFTER

The Main Street grant funded new luminaries with 70 watt metal halide lights that emit 5,500 lumens directed toward the walkways. The new lights will use less energy and satisfy the dark sky initiative. It is estimated that this will increase the light level on the walkways by 3 to 4 times.