

V I R G I N I A

**MAIN**

VIRGINIA DEPARTMENT  
OF HOUSING AND  
COMMUNITY DEVELOPMENT

*Street*



**DOWNTOWN**  
INTERSECTIONS



# WELCOME!

Thank you for being a part of our first ever virtual Downtown Intersections conference, as we celebrate 35 years of building Virginia's Main Streets together



**REBECCA ROWE**

ASSOCIATE DIRECTOR  
COMMUNITY REVITALIZATION OFFICE



VIRGINIA DEPARTMENT OF  
HOUSING & COMMUNITY DEVELOPMENT

# BIG THANKS TO OUR SPEAKERS!



PATRICE FREY



MATT WAGNER



MARY HELMER



ILSA LOESER



DEBBIE IRWIN



# 35 YEARS TOGETHER





# 35

# YEARS

OF TRANSFORMATIONS





11,454 REHABILITATION PROJECTS



**\$1,304,064,262**

IN PRIVATE  
INVESTMENT

AND

**\$507,408,971**

IN PUBLIC  
INVESTMENT





Photo By John Hazel/Star

### State Main Street Visitors

Representatives from the state's department of housing and community development visited Franklin Thursday to view the city's revitalization efforts. The group met with local property owners including Alfredo Talton-Harris (fifth from left) and her husband, Dr. Alvin Harris. The group included (from left) Shea Hollifield, housing department program

manager, Joanne Kennedy, and internist with the Fraziers, Kathy and Bill Frazier, Main Street designers, Neal Barber, director of the state's department of housing and community development, the Harrises, Bryan Mitchell, director of state historic landmarks, Franklin D. Kimbrough, Franklin's Downtown Development director, and Madeleine McGee, state main street program director.



# 35 YEARS OF COLLABORATION

## Downtown Mall Owners Get Advice on How to Spruce Up

By ELIZABETH NELSON

Star Staff Writer

Most people who walk down Winchester's Loudoun Street Mall look at the merchandise in the store windows, shop in the various specialty stores, and maybe buy a few things.

But they are not Kathleen Frazier. She walked down the pedestrian mall Friday and analyzed the building's facades, taking pictures and making notes.

Frazier, an architect, came to Winchester to give advice on how to make the mall look more attractive—and more marketable.

She and her husband, William, of Frazier Associates in Staunton, were hired by the Virginia Division of Historic Landmarks to give design ideas to the five localities chosen to be in the Virginia Main Street Program—Winchester, Bedford, Franklin, Petersburg, and Fredericksburg.

The Main Street Program provides free advice on promotion, organization, economic restructuring, and design of downtown shopping areas to those who are interested.

The Fraziers' job is to help people in the design of their buildings, including color, awnings, and signs. They will refer building owners to other architects for major renovations.

Any downtown business interested in improving its storefront can receive the Fraziers' help, as the five owners did who volunteered Friday.

The Fraziers have begun studying 52 buildings in the five towns since they started in April. "I've got enough to keep me out of trouble," said Frazier, 30, who made this trip to Winchester without her husband.

She inspected five buildings, accompanied by Sonya Tolley, director of the Downtown Development Board, and Tolley's assistant, Anna Thomson.



Star Photo by Irene Stone

Kathleen Frazier looks over the downtown landscape.

She felt the plaster, glass, and brick with her hands and looked inside. She studied the walls, ceilings, doors, and the window moldings.

She and Weaver discussed possible changes to the building owned by Dr. Paul W. Grunmeier of Winchester. He told Frazier that he has planned to paint the storefront with blue accents.

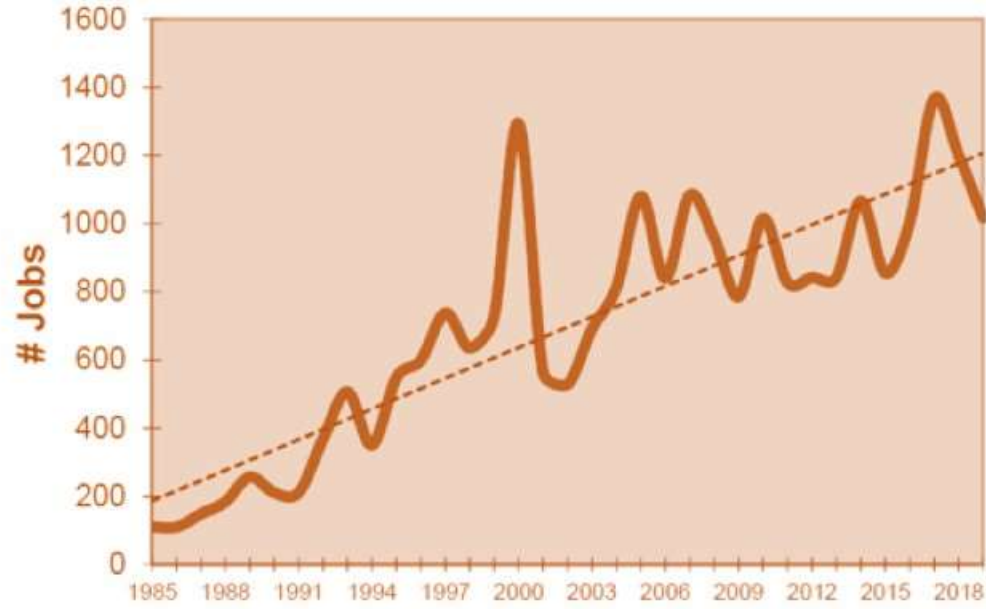




# 35 YEARS OF GROWTH



## Job Creation Trends



**CREATED, RETAINED & EXPANDED:  
7,310 BUSINESSES  
24,414 JOBS  
26 VMS COMMUNITIES**





# 35 YEARS OF FUN



2019

# VIRGINIA MAIN STREET ANNUAL NUMBERS

## GRANTS & FUNDING

Downtown Investment Grants

6

\$102,196

Commercial District Affiliate Grants

6

\$41,565

Financial Feasibility Studies

5

\$125,000

Scholarships

16

\$16,000

# ACHIEVEMENTS

**192** NEW  
BUSINESSES  
CREATED

**732** NEW JOBS  
CREATED

**52,615** VOLUNTEER  
HOURS



# ACHIEVEMENTS

# \$115,623,032

TOTAL PRIVATE INVESTMENT

# \$44,336,468

TOTAL PUBLIC INVESTMENT



# ACHIEVEMENTS

**110**

**PUBLIC  
IMPROVEMENT  
PROJECTS  
COMPLETED**

**523**

**REHABILITATION  
PROJECTS  
COMPLETED**

**22**

**NEW  
CONSTRUCTION  
PROJECTS  
COMPLETED**





# ACHIEVEMENTS

# 15

TRAINING EVENTS

# 1,082

TRAINING ATTENDEES



MILESTONE RECOGNITION

**PRIVATE INVESTMENT**

**\$15M**

**FARMVILLE**

**\$20M**

**HOPEWELL**

**\$40M**

**DANVILLE**

**\$40M**

**WARRENTON**

**\$95M**

**HARRISONBURG**

**\$275M**

**LYNCHBURG**

MILESTONE RECOGNITION

# VOLUNTEER HOURS

**20,000**

**FREDERICKSBURG**

**25,000**

**ASHLAND**

**25,000**

**ST. PAUL**

**30,000**

**MARION**

**30,000**

**WYTHEVILLE**

2020

# AWARDS

2020

# BEST ADAPTIVE REUSE

ADAPTIVE  
REUSE

SEVEN SISTERS  
BREWERY

SEVEN SISTERS  
BREWERY

VIRGINIA  
**MAIN**  
Sweet



2020

# BEST BUSINESS PROMOTION

**BUSINESS  
PROMOTION**

**MANASSAS  
SIP AND SHOP**





**BUSINESS  
PROMOTION**

**STRASBURG GRILLED  
CHEESE & TOMATO  
SOUP FEST**

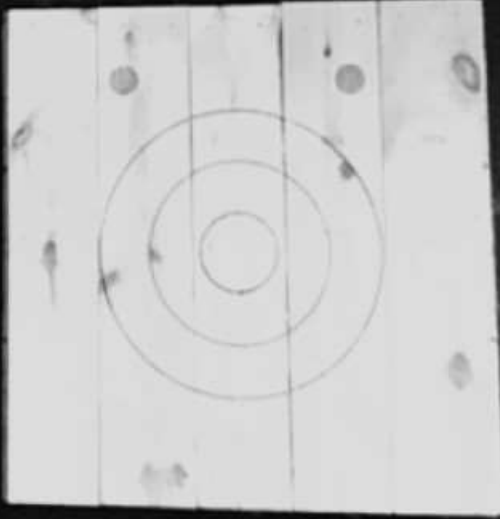


2020

# OUTSTANDING BUSINESS

**OUTSTANDING  
BUSINESS**

**GRIZZLY'S HATCHET  
HOUSE**



# LINEAGE

OUTSTANDING  
BUSINESS

LINEAGE

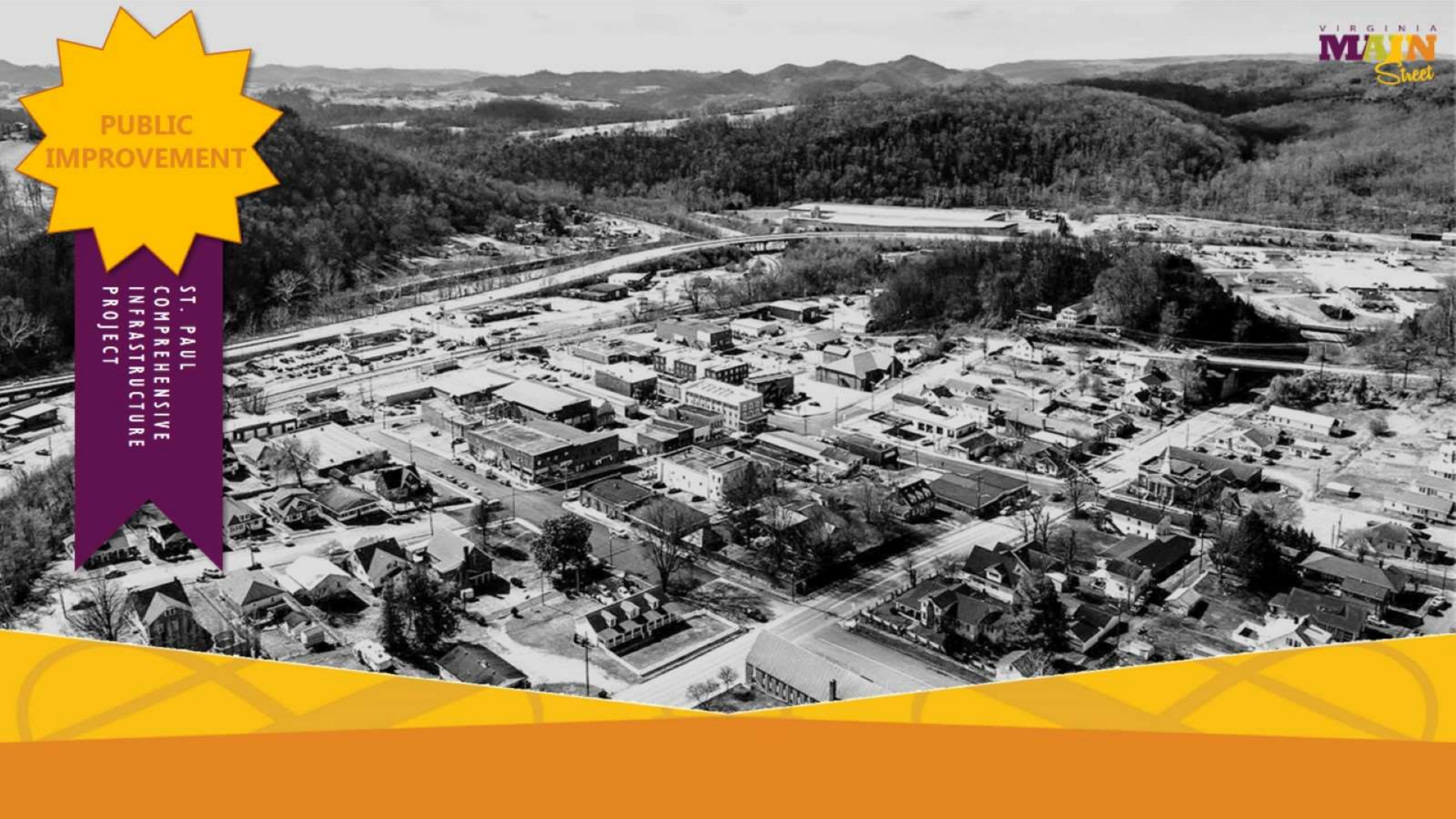


2020

# BEST PUBLIC IMPROVEMENT

**PUBLIC  
IMPROVEMENT**

**ST. PAUL  
COMPREHENSIVE  
INFRASTRUCTURE  
PROJECT**



2020

# VOLUNTEER OF THE YEAR

**VOLUNTEER  
OF THE YEAR**

**HOLLY REDDING**





2020

**CONGRATULATIONS!**

# TEAM MEMBERS



**SABRINA BLACKETT**

[sabrina.blackett@dcd.virginia.gov](mailto:sabrina.blackett@dcd.virginia.gov)



**JESSICA PARKER**

[jessica.parker@dcd.virginia.gov](mailto:jessica.parker@dcd.virginia.gov)



**KYLE MEYER**

[kyle.meyer@dcd.virginia.gov](mailto:kyle.meyer@dcd.virginia.gov)



**ZACHARY WHITLOW**

[zachary.whitlow@dcd.virginia.gov](mailto:zachary.whitlow@dcd.virginia.gov)

# TEAM MEMBERS



**ANNIE ARNEST**

[annie.arnest@dhcd.virginia.gov](mailto:annie.arnest@dhcd.virginia.gov)



**COURTNEY MAILEY**

[courtney.mailey@dhcd.virginia.gov](mailto:courtney.mailey@dhcd.virginia.gov)



**SARAH RICHARDS**

[sarah.richards@dhcd.virginia.gov](mailto:sarah.richards@dhcd.virginia.gov)



**COMING SOON**

## MAIN STREET IDEA PITCH

The Main Street Idea Pitch is a downtown revitalization idea competition that provides the winner a \$5,000 grant to implement their idea. The competition is geared towards stimulating the Virginia Main Street network of communities and professionals to craft imaginative Main Street project ideas. Projects should connect to the community's vision to create vibrant, people-centered places to live, work and invest and focus on highly visible changes and measuring progress and results that demonstrate the revitalization effort is underway and succeeding.

**\$5,000** AWARDED IN 2019

### ST PAUL: APPALACHIAN MURAL PROJECT



# MAIN STREET IDEA PITCH 2020

November 2020: Live or Virtual

2020 Application on

[www.virginiastreet.com](http://www.virginiastreet.com)

Deadline to submit pitch idea is

**September 4, 2020**



# REBUILD VIRGINIA

The Rebuild VA Grant Fund is a program to help small businesses and nonprofits whose normal operations were disrupted by COVID-19.

Businesses and non-profits that are approved for a Rebuild VA grant may receive up to 3 times their average monthly eligible expenses up to a maximum of \$10,000.

The Rebuild VA program has been capitalized with \$70 million and will provide assistance to approximately 7,000 businesses and nonprofits. Half of the program funds will be distributed to eligible small businesses and nonprofits operating in low-income and economically disadvantaged communities, including ensuring there is adequate representation of minority-owned and women-owned businesses.



**Applications Available**

**on August 10, 2020**

**[www.governor.virginia.gov/rebuildva/](http://www.governor.virginia.gov/rebuildva/)**



# SWAG ALERT







**VIRGINIA DEPARTMENT OF HOUSING  
AND COMMUNITY DEVELOPMENT**

*Partners for Better Communities*