



VIRGINIA DEPARTMENT  
OF HOUSING AND  
COMMUNITY DEVELOPMENT

# IdeaPitch!

*November 17, 2020  
11 a.m. to 1 p.m.*

# Welcome!

*Kyle Meyer*

Community Revitalization Specialist  
VA Department of Housing & Community Development

# Housekeeping

1. **Note, you are muted.**
2. **Directly connect to the fastest internet connection available.**  
Avoid wireless, if possible.
3. **Launch the event in the Adobe Connect application for desktop.**  
The link to download is found in the resources pod.
4. **Shut down VPNs and another programs** that may interfere with the event, i.e. email, messaging clients, and so on.
5. **Be inspired, vote, connect with your peers during break, and enjoy!**

# The Challenges We Face



- “Wicked Problems” are those that you encounter that seem difficult or impossible
- **Strategic Doing:**
  - Identify Existing Assets
  - Link and Leverage to Create NEW Opportunities
  - Turn Conversations into Action!



VIRGINIA  
**MAIN**  
VIRGINIA DEPARTMENT  
OF HOUSING AND  
COMMUNITY DEVELOPMENT  
Street **Idea Pitch!**

- A downtown revitalization project idea competition
- Five finalists are competing for a \$5,000 award to fund the project idea
- Four judges will score the finalist presentations, along with an audience people's choice vote
- Winner will be announced after a 45 minute lunch break

# Pitch Agenda

- 11:00 AM** Pitch's begin - each finalist has five (5) minutes to present the project idea, followed by a two (2) minute judges' Q&A
- Poll: People's Choice Vote
- 12:00 PM** Networking Break
- Judges convene to finalize and tally scores
- 12:45 PM** Winner is announced!

# 2019 Pitch Winner!



*St. Paul Main Street*  
Appalachian Mural Trail

# Pitch Coordinator & Timekeeper

*Zachary Whitlow*

Community Revitalization Specialist  
VA Department of Housing & Community Development



# Q&A & Tech Assistance

*Courtney Mailey*

Community Revitalization Specialist  
VA Department of Housing & Community Development

# The Judges' Panel

## 1. *Kathy Stewart*

Executive Director, St. Paul Main Street & 2019 Pitch winner

## 2. *Dionne Baux*

Director of Urban Programs, National Main Street Center

## 3. *Jay Grant*

Deputy Director, Community Development, DHCD

## 4. *Ben Muldrow*

Partner, Arnett Muldrow & Associates

## 5. *The audience for a people's choice vote.*



# The Finalists



1. *Charlotte Cole*  
Executive Director, Orange Downtown Alliance
2. *Heather Lyne*  
Executive Director, Hopewell Downtown Partnership
3. *April Peterson*  
Board President, Fredericksburg VA Main Street
4. *George Sandridge*  
Main Street Coordinator, Altavista On Track
5. *Nicole Childress*  
Executive Director, Abingdon Main Street

# Making the Pitch

- **Pitching an idea means telling the proposal story to a variety of audiences – donors, partners, volunteers**
- Should be a concise, well-rehearsed presentation that motivates, persuades, and compels the audience to support the community vision
- The goal in a brief presentation is to generate sufficient interest to move on to the next step in getting funding for the idea

# Judging Criteria

- Were elements clearly presented?
- Did the pitch conform to the five (5) minutes limitation?
- Was the presenter well-rehearsed?
- Was the need for the project clearly demonstrated?
- Did the presenter provide a clear budget and revenue model? Is it "shovel ready"?
- Did the presenter communicate what success looks like?

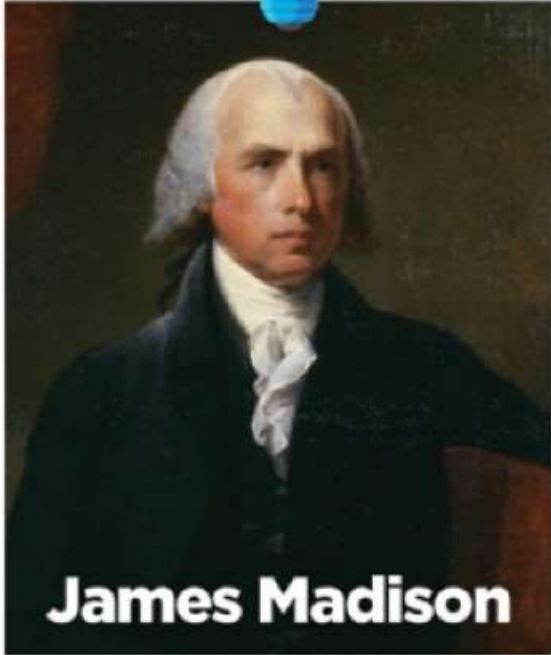


**Charlotte Cole**  
**Orange Downtown Alliance**

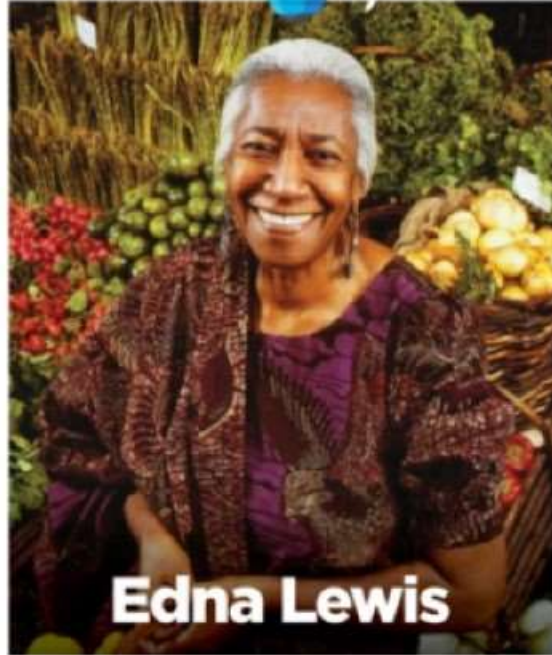
Connecting the Marketplace—  
Orange Treasures Trail  
Retail Clustering

Virginia Main Street Idea Pitch ■ November 17, 2020

# Orange, Virginia — Tiny Town, Big Ideas



**James Madison**



**Edna Lewis**



## ODA

- **TOWN AGREEMENT**  
— Economic Development
- **TRANSFORMATION STRATEGY**  
— Strengthen Entrepreneurships

# Orange, Virginia — Tiny Town, Big Ideas

antiques • resellers

**Connecting a specific  
BUSINESS SECTOR**

vintage • retro • thrift

home improvement

second-hand • upcycle

historic salvage



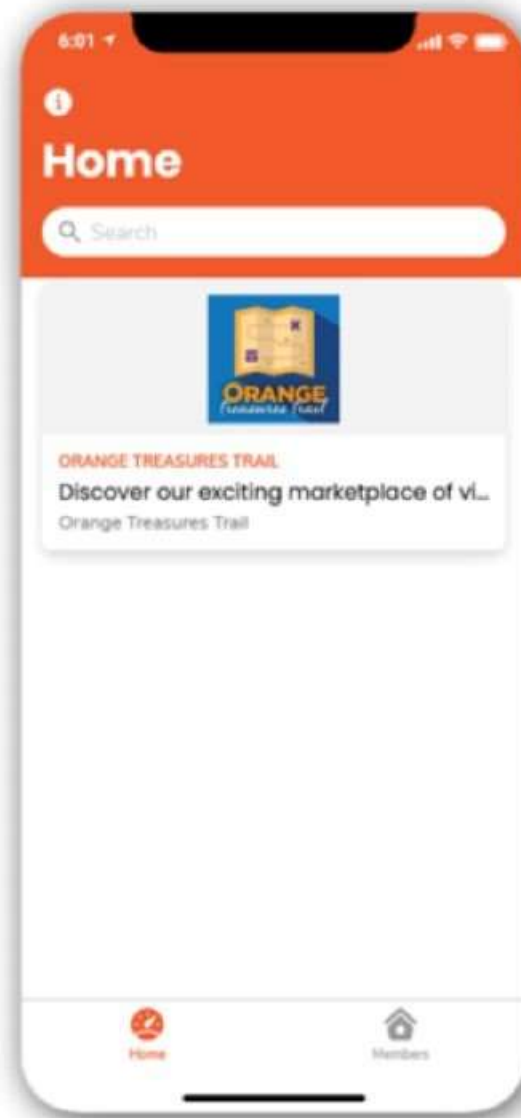
**MARKETPLACE**

**RETAIL  
CLUSTERING**  
a.k.a.





The  
Digital  
**Orange  
Treasures  
Trail**  
Brand



Built on  
Google Glide

Pro Version  
offers custom  
domain and  
branding

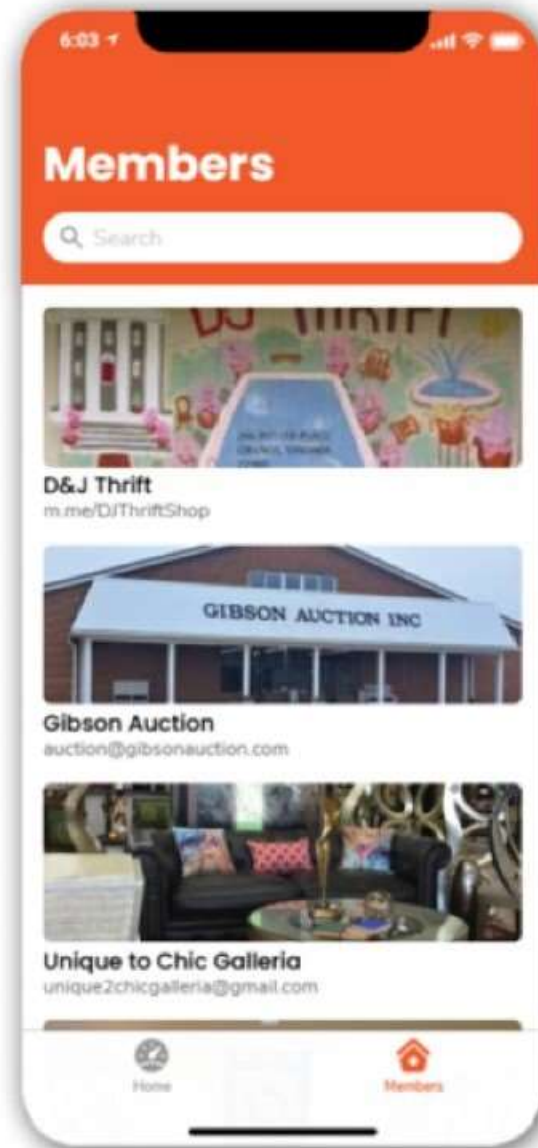
Google Analytics  
and GSuite  
Shared Drives



Selected our  
resellers as  
prototype –  
they bookend  
our district –  
cross-market  
ALL retailers

Touch screen  
to explore our  
resellers

The  
Digital  
**Orange**  
**Treasures**  
**Trail**  
Brand

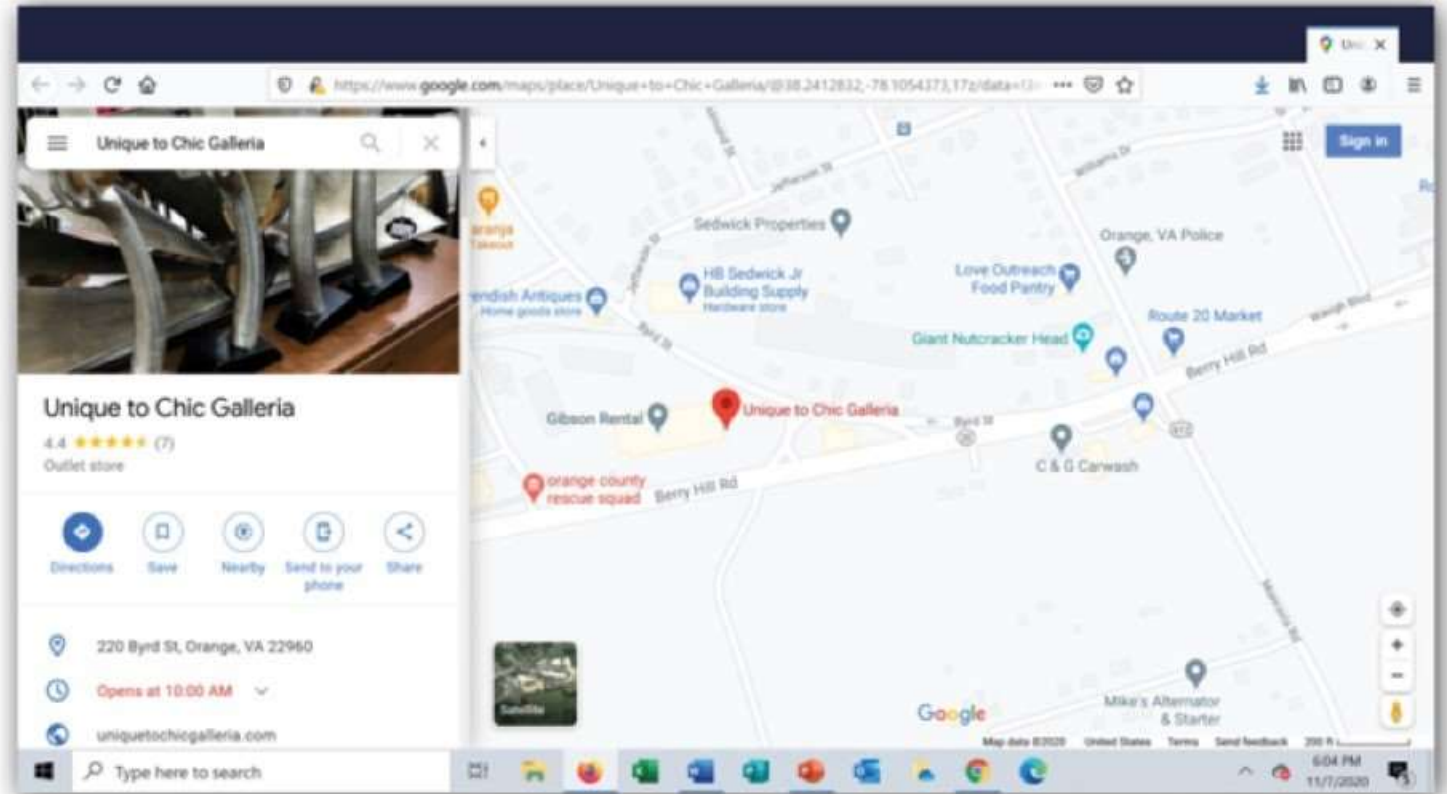
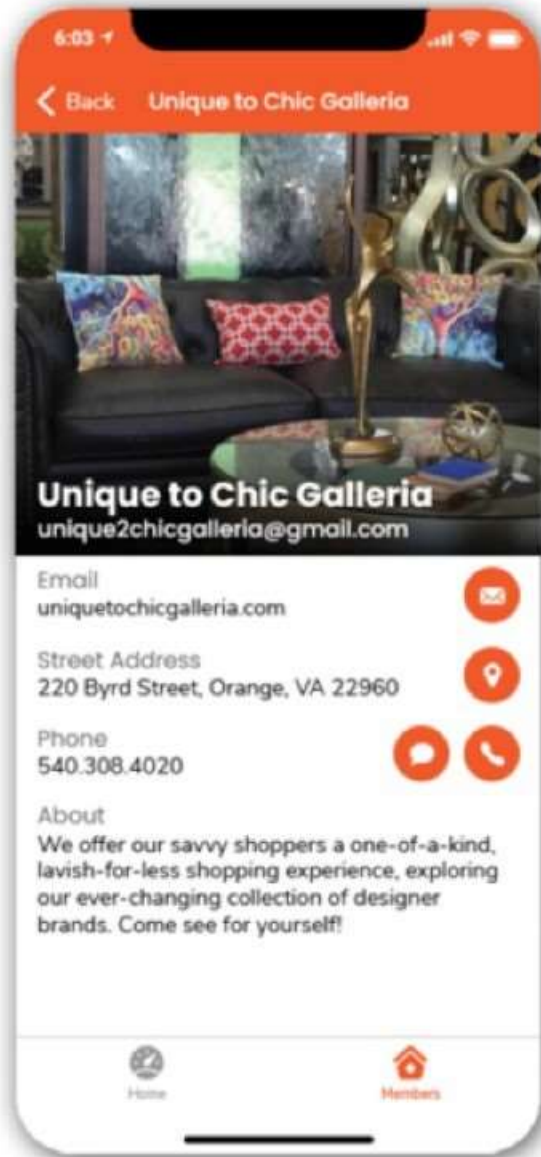


**Member page features list of resellers**

**We have 11 very unique businesses**

**After browsing list, click on picture to  
learn more**

# The Digital Orange Treasures Trail Brand



**App listing provides name, description, Web/Facebook site, email, street address and phone. Icons activate interactivity.**

The  
Digital  
**Orange  
Treasures  
Trail**  
Brand



**The Daily Progress**

**ORANGE COUNTY REVIEW**

YOUR HOMETOWN NEWSPAPER

**CULPEPER STAR\*EXPONENT**

**Window Cling**

**Kick-Off Contest**

- ODA's investment = \$1K (negotiated \$2.2K savings)
- Digital ads and social media = \$4.8K (\$400 p/m x 12)
- Window clings for ALL businesses = \$100
- Kick-off contest prize (gift certificate) = \$100
- Actual cost (not incl savings) = \$6K

# **Thank you!**

**I'm happy to answer your questions.**

Virginia Main Street Idea Pitch ■ November 17, 2020

# Hopewell Kayak Jamboree



*Presented by Heather Lyne*



# Hopewell, Virginia - "The Wonder City"



Formerly one of the busiest ports in the world





# A Toxic Past and Reputation...



# And an Altered Relationship with the Water



# New Beginnings with the Hopewell Riverwalk



# Kayak Jamboree Goals and Services

- Employ recreation as a means for transformation and inclusion
  - Highlight downtown's connectivity to the waterfront
  - Rebuild community trust and confidence in the the waterways
  - Strengthen relationships across sectors around the goal of a thriving waterfront
  - Combine existing assets and programming into a joint, concerted effort – later dream big!
- 
- Offer startup funds to an entrepreneur looking to rent kayaks
  - FREE kayaking lessons to local families and children experiencing poverty (30)
  - Kayak Kit raffles – paddles, kayaks, lifejackets
  - Ecosystem health and stewardship workshop

Start small... \$4500

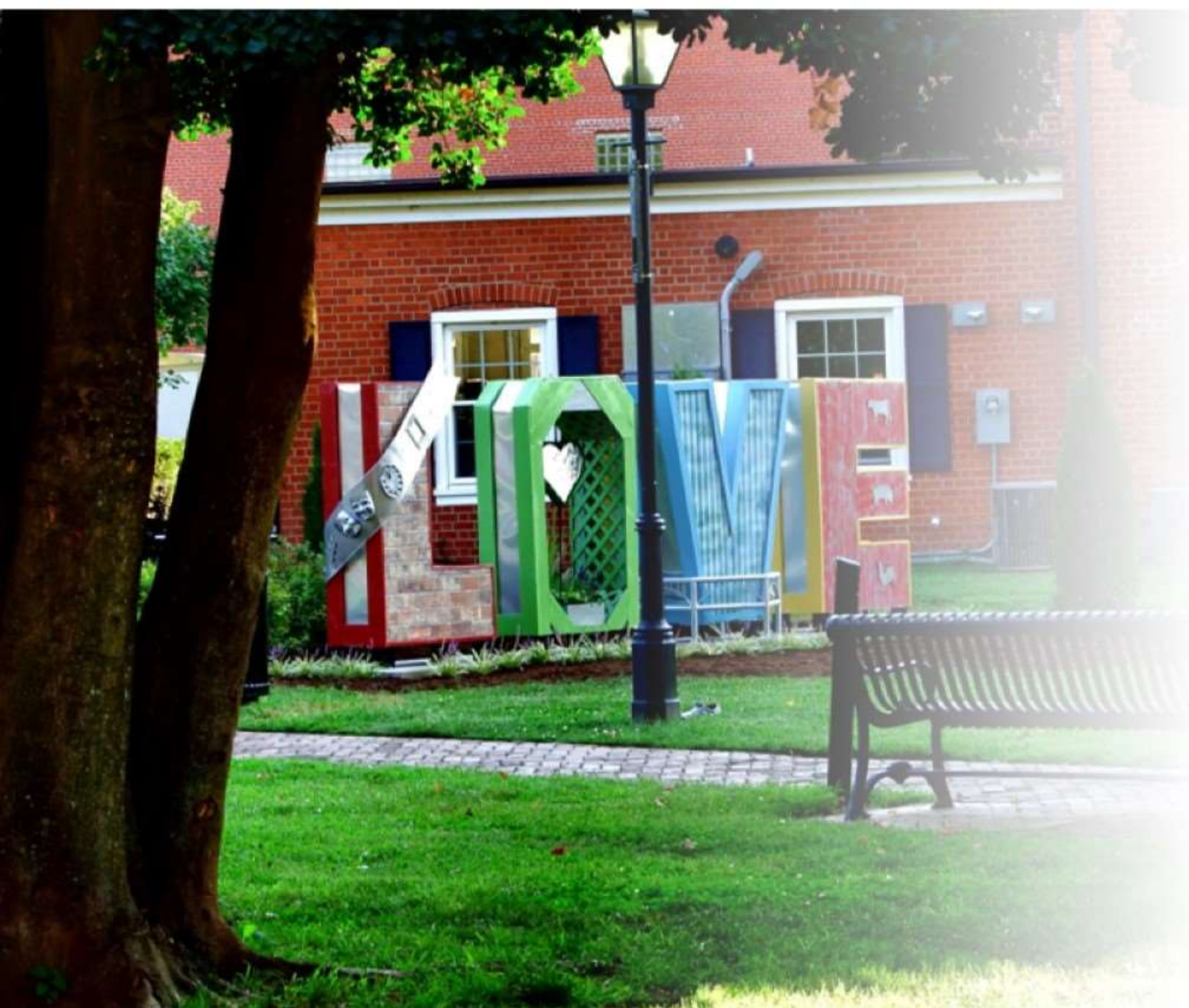


An aerial view of a stand-up paddleboard (SUP) race in an urban park. The race course is a narrow channel of water, bordered by concrete walls. Several participants are on their boards, some in red tank tops and black shorts, others in blue and pink. The background features modern glass skyscrapers and lush green trees. A white bridge spans the water in the distance. On the right side, there are event tents, including one with a yellow and black canopy and another with a white canopy. A yellow inflatable ring is floating in the water near the right bank. The text "And then aspire..." is overlaid in a white, cursive font across the center of the image.

*And then aspire...*

# Q&A





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# Activating Storefronts through Storytelling: Scan & Love

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April Peterson

President, Fredericksburg VA Main Street

Co-owner, River Rock Outfitter





# Downtown Fredericksburg is Special

- **Historic Charm** - Founded in 1728 and buildings are authentic to the 18<sup>th</sup> and 19<sup>th</sup> Century.
- **Walkability** – Downtown Fredericksburg’s Main Street district is walkable. Guests use our downtown sidewalks and streets for rucking, hiking, running, bicycling, and dog walking. During the pandemic, our streets have been a respite for so many locals and tourists.
- **Few Franchise or Chain Businesses** – Mom and Pop, independent entrepreneurs.

# Challenges To Solve

*What makes us special can present challenges for Downtown business owners...*

**Challenge:** Historic storefronts with small glass windowpanes can be intimidating to consumers and difficult to decorate for owners.

**Challenge:** As primarily independent storeowners, store names are not recognizable, and assumptions are made on type and pricing of inventory.

**NEW Challenge:** With the onset of COVID-19, consumers are safety focused and concerned to enter businesses.

**How do we break down the barrier of the front door and invite the consumer inside to shop safely?**



# How it Works

1. A business places a branded poster in their shop window that contains a QR Code.
2. Each business owner will meet with a videographer to produce a 2-minute video that provides a personal story about themselves, their business, safe shopping information, and/or interesting facts about their building.
3. The video is linked to the QR Code and uploaded to the Fredericksburg, VA Main Street YouTube page.
4. Consumers and guests walking downtown see a well branded campaign and get excited to learn more about the occupants of the building.

**They feel an emotional connection and greater desire to “open the door” to learn more!**



# Scan & LOVE

*Learn their story and then walk through the door to see all that our town has to offer. Let us get to know each other and we welcome you to become part of the history of Downtown Fredericksburg.*

By activating our Main Street storefronts we:

- Create a digitally immersive experience.
- Tell a deeper story about our shop owners and their team.
- Educate consumers on our diversity and “shop safely” messaging.
- Encourage the desire to learn more.
- Bring storefronts to life – 24/7!

**We break down the barrier of the front door by telling stories that invite people through our doors.**



scan &  
LOVE

project by  
 MetroNova  
creative

IGNITE  
CINEMAS





## Why it Matters

Studies show that creating emotional connection to a brand can increase the likelihood of support for that brand by at least 75%!

A connection, a STORY...

...allows shoppers to feel more confident shopping with a store as opposed to just wandering in without purpose.

# Project Budget

*Fredericksburg, VA Main Street is partnering with two Downtown Businesses to Execute this campaign.*

- 35 total videos (2-minute-long videos for each participating business)
- QR Code and link to the participating businesses website and upload to the Fredericksburg, VA Main Street YouTube Channel.
- Creation of branded posters for each business to place on their door or window.

**Total cost: \$5,000**

*\*Fredericksburg EDA has agreed to fund an additional \$2,500 to include 15 more businesses. The goal is to reach 50 businesses through this campaign.*



# Main Street Mission

*Our role as Main Street leaders is to drive customers and guests downtown, bring them to the stoop of our businesses, and then let our owners and teams take the lead.*

**Promotion:** Invites visitors to scan storefront codes to activate a virtual storytelling experience that creates an emotional bond between the user and the store.

**Economic Vitality:** Increases the likelihood of support for the brand and demonstrate that we are more than just a walking around town – now people can explore, connect, and shop safely!

## Specific Outcomes:

- Increased viewership on the Fredericksburg, VA Main Street YouTube Channel.
- Increased sales for participating businesses during the first week of releasing the campaign.
- Increased number of new customers “found” for the business.





**You're invited to  
come  
SCAN & LOVE  
the streets of  
Downtown  
Fredericksburg; we  
have extraordinary  
stories to tell!**





**scan &  
LOVE**

project by  
**MetroNova**  
creative

**IGNITE**  
CINEMAS



Activating Storefronts through  
Storytelling:

# **SCAN & LOVE**

April Peterson

President, Fredericksburg VA Main Street

Co-owner, River Rock Outfitter



# SMALL BUSINESS “POP-UP” PROGRAM



GEORGE SANDRIDGE

COMMUNITY COORDINATOR

ALTAVISTA ON TRACK – TOWN OF ALTAVISTA

# WHAT'S THE ISSUE?

- Small businesses are often faced with the difficult task of acquiring storefront locations at an affordable price
- This hinders small business development and oftentimes forces individuals to either work from their homes or forgo their dream of owning a business
- A poorly equipped workspace (i.e., the home) can leave business owners feeling trapped, frustrated, and overwhelmed
- The quality of their work suffers, leaving team leaders and customers disappointed and dissatisfied

# WHAT'S THE SOLUTION?

- The Altavista Small Business Pop-Up Program will allow small business owners to “test drive” a downtown storefront
- This will provide them an opportunity to establish themselves in the community before taking on a larger and more expensive storefront
- The program will provide business training, support, and funding for small businesses interested in locating to Downtown Altavista
- This program will support AOT's vision to “revitalize our downtown, foster economic development and opportunity, and provide leadership to enhance community identity and pride”

## PROGRAM WILL PROVIDE...

- Business planning and set-up provided by SBDC and AOT
- Assistance in establishing a lease between business owner and building owner
- Three months of rent and utilities
- Financial and technical assistance to establish a strong online presence
- Continued check-ins, education, and mentorship

## WHO'S THE AUDIENCE?

- **The potential audience for this program is wide-ranging:**
  - Existing small businesses looking to expand to a downtown location
  - New small businesses interested in a low-rent downtown location
  - Home occupations who want the professionalism of an office space without the large investment of an entire storefront
- **A flexible space allows for a wide array of uses:**
  - Accountants, attorneys, boutique stores, freelancers, investment groups, insurance agents, marketing/advertising agents, etc.

## HOW TO REACH THEM?

- The Town and AOT will invest heavily in social media marketing for this project
- Facebook ads that target a specific age group and location will be utilized to attract maximum attention
- Town and AOT staff are preparing for TV, radio, and newspaper interviews to promote the program
  - WSET, WFXR, WDBJ, WSLS, Altavista Journal, News & Advance, etc.

## WHAT'S THE FUNDING SOURCE?

- AOT currently has \$10,000 allocated towards the program
- With an additional \$5,000 from DHCD, AOT could provide the Pop-Up Program to 4 businesses
- The cost associated with this program would be:
  - SDBC Business Training (Free)
  - 1 Year of Marketing & Website Consultation (\$4,700)
  - 3 Months of Rent & Utilities (\$700/month = \$8,400)
  - Class Supplies (\$400)



*OUTCOME 1:*  
**VISIBLY FILL VACANT STOREFRONTS IN  
DOWNTOWN**

- By filling vacant storefronts, a sense of vitality and activity is created in the downtown district
- Relationships are built between the business owners, the building owners, and the Town/AOT
- Downtown Altavista is established as a friendly, welcoming, and supportive place to do business

## *OUTCOME 2:* **PROVIDE ONGOING ASSISTANCE TO BUSINESSES**

- By providing three months of financial assistance for rent and utilities, businesses are offered some “breathing room” as they work to get cash flow established
- By providing technical assistance through the Lynchburg SBCD, businesses are provided skills that will increase the likelihood of continued success
- By providing marketing assistance, businesses can establish an online presence that allows them to connect to a wider array of customers

*THANK YOU!*

QUESTIONS?

# A More Accessible Abingdon

Nicole Childress  
Abingdon Main Street





**Abingdon  
Muster  
Grounds**

**Virginia  
Creeper Trail**



## Why is this important?

Walkability

Converting outdoor  
recreation tourists into  
customers

Adding practical public  
art into our community

How are we going to make this happen?



# Design Elements





# PROJECT COST

A Quick Breakdown

- Materials for Benches

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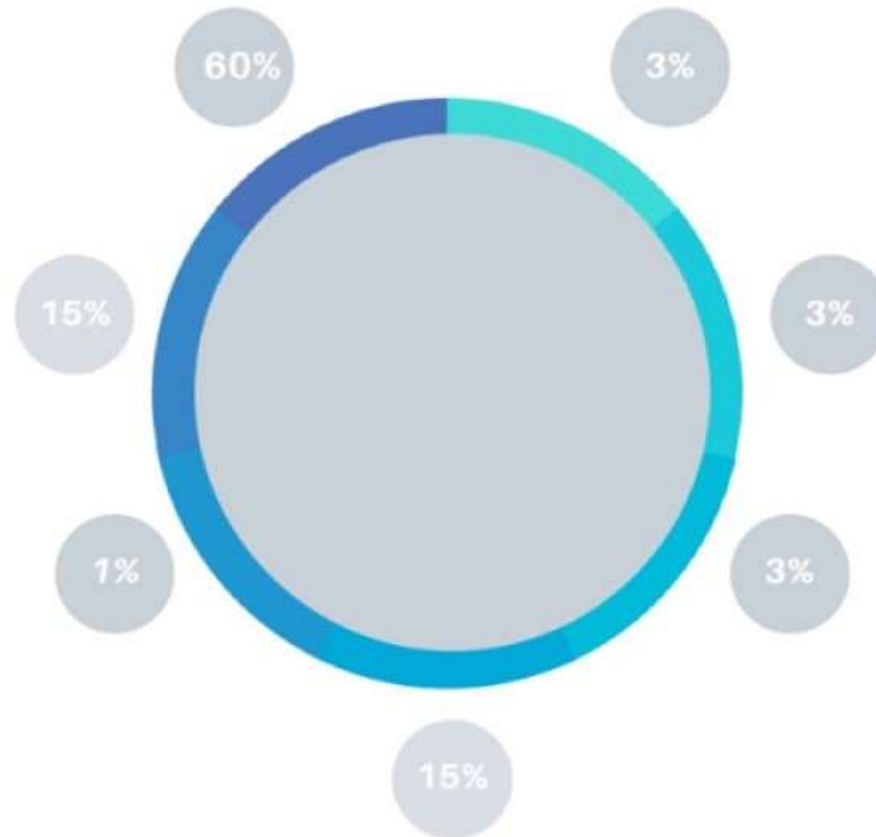
- Art Contest and Commissions

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- Plaques

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- Urban Pathway Signage



- Marketing

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- Administrative Expenses

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- Installation and Labor

Thank you for your time  
and consideration.





**THANK YOU!**

## People's Choice

Please vote now using the poll pod on your screen!



## Networking

Give Me  
A Break!

Return at 12:45 pm to reveal the winner!

Meanwhile, grab a bite to eat and enjoy networking with your peers!

# Welcome back!





**THANK YOU!**

# Your Ideas!







# Announcements

*Joy Rummley*

Program Manager  
Community Revitalization Office  
VA Department of Housing & Community Development

# creating community vitality

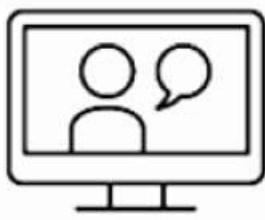
A 2021 Monthly Training Series from  
the Community Revitalization Office



*The "work from home" revolution is just getting started and causing many to reevaluate where they call home. Communities can position themselves for success by ensuring that they have the amenities, infrastructure, and social offerings in place to retain and attract an increasingly mobile workforce.*

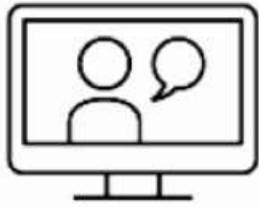
*Join the Virginia Department of Housing and Community Development's Community Revitalization Office for this year-long series focusing on building your place's identity, supportive ecosystems, and community in a format that promotes monthly education, inspiration, and application.*

- JAN** Community Vitality Kickoff
- FEB** Placemaking
- MAR** Storytelling
- APR** Leadership & Networks
- MAY** Attractions & Assets
- JUN** Housing
- JUL** Services & Infrastructure
- AUG** Small Scale Production
- SEP** Workforce & Entrepreneurs
- OCT** Public Spaces
- NOV** Cultural Promotion & Events
- DEC** Community Involvement



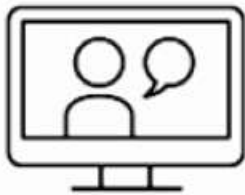
**December 15, 2020**

IRF | 10 - 11:00 a.m.  
VMS | 11:00 a.m. - Noon



**December 16, 2020**

CBL | 10 - 11:00 a.m.  
VIDA | 11:00 a.m. - Noon



**December 17, 2020**

VEZ-JCG | 10:00 a.m. - Noon  
VEZ-RPIG | 1 - 3:00 p.m.



# HOW-TO-APPLY WORKSHOPS

Interested in learning more about DHCD grant programs? During the month of December, join us for a series of webinars where we'll review the application process and more grant details pertaining to the following programs:

- Community Business Launch (CBL)
- Industrial Revitalization Fund (IRF)
- Virginia Individual Development Accounts (VIDA)
- Virginia Enterprise Zone (VEZ)
- VMS Downtown Investment Grant (DIG)
- VMS Commercial District Affiliate Grant (CDAG)







**IdeaPitch!**  
**Winner is...**

MARC BRIDLAND  
FOR CONGRESS



**Congratulations**

# Next in Order

## Remaining finalists will receive:

- Technical assistance to develop a Downtown Investment Grant (DIG) project application
- A free registration to the 2021 Main Street Now Online Conference





**IdeaPitch!**

*Thank You!*





# Questions / Contact:



600 East Main Street, Suite 300  
Richmond, VA 23219

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