



Growing LOCAL

-Developers-

Presented by Heather Lyne



Downtown Hopewell Where Friends & Rivers Meet

- 23,000 pop
- 12 miles/1 sq miles
- 50% to 17% vacancy
- 288 housing units
- 100 businesses
- Historic District
- EZ/OZ/HTC/HUD
- Industry/Healthcare
- **Waterfront**



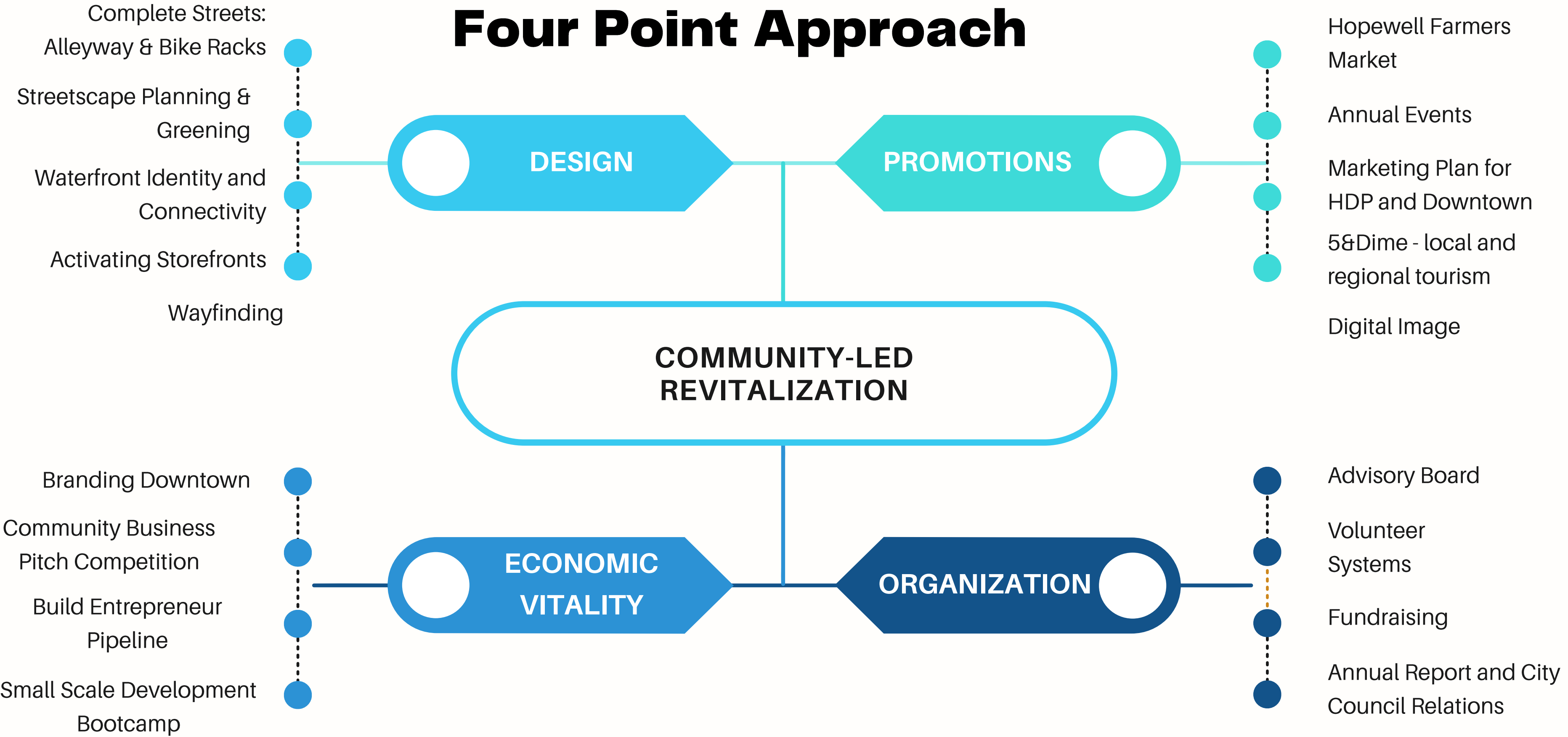
The Hopewell Downtown Partnership (HDP) partners with local government, existing community and business organizations, as well as our richly diverse community at large, to develop and implement a program for a healthy, vibrant, and prosperous central downtown district.

Vision for the Future & How to Get There

Downtown Hopewell is a **safe and enjoyable place** where a **revived retail market** provides a **diversity of shopping and entertainment** options. Visitors to Downtown are met with an **appealing gateway design** and functional **way-finding signage** that creates a welcoming environment and provides easy access to Hopewell's historical features. For those who want to live in this exciting area, Downtown will provide **a range of quality housing options** to suit those who desire a place where one can live, work, and play.

Easy access to the Appomattox **Riverfront and area trail systems** offer a plethora of **outdoor recreational activities**, while the upper Copeland site is the potential home to a **district anchor mix-use development**. This **active living and working environment** will attract businesses and investors to the area, and they will be met with a **unified public-private front** that provides a clear plan for future development. Finally, an aggressive promotion and marketing plan features the district's lifestyle, historical and recreational resources to make Downtown **a destination within the region**.

Main Street America Four Point Approach



**No One is Coming
to Save You**

BEFORE



AFTER



Facade Drawings and Tenant Matching. Apartments rented.

BEFORE

AFTER



Facade Drawings. Real Property Investment Grant. Project #2

BEFORE



AFTER



Worked with EDA and City. Future IRF/MUMS Candidate.

BEFORE



AFTER



New Apartments and HDP Office. Purchasing more properties.

Education

Empowerment

2022 Major Grant Programs



Community Business Launch \$45,000

- VSU Minority Small Business Launch Center
- \$30,000 to award
- May 2022 – Pitch Night
- Goal is 3 new businesses and 5 new jobs



Small Scale Development Bootcamp \$95,000

- Scholarships for Hopewellians, SWaM emphasis
- Updated Market Analysis
- Investment Guide for Downtown
- Train 120 small-scale developers

Homegrown for Hopewell Outcomes

- 40 completed the Bootcamp. Stats – 109 original applications
- 29 applied to compete in Preliminary Pitch and 26 competed
- 12 competed in Final Pitch in front of judges
- 3 brick and mortar businesses opened

- Over \$250,000 invested in rehabs/buildouts, inventory, supplies, rent etc in addition to a \$200,000 property acquisition
- Impact of over \$450,000.

CLASS
OF
2022



HOPEWELL DOWNTOWN PARTNERSHIP

Date June '22

Pay to the Order of City Point Ice Cream & Burgers \$15,000 Dollars

Fifteen Thousand and 00/100

Memo Homegrown for Hopewell Hopewell Downtown Partner.

: 234 56 789 : : 234 56 7890 :



Resurgence Grant Outcomes

In total, we engaged 236 participants in our Small Scale Development series and offered 39 scholarships to local or BIPOC/SWAM participants

- Recruitment Lecture–147
- Small Developer Seminar – 55 *with 13 being scholarships
- Boot Camp –15 *with 7 being scholarships
- Virtual Mini Workshop –19 *all scholarships





DOWNTOWN HOPEWELL

04 27 2023

OPEN HOUSE TOUR & RECEPTION



[Register Here](#)



Team

Hopewell

+ Incubator Project



Heather Lyne – Main Street Director

heather@hopewelldowntown.com

Charles Bennett – Economic Development & Tourism Director

cbennett@hopewellva.gov

Chris Ward – Development Director

cward@hopewellva.gov

Becky McDonough – CEO, Hopewell-Prince George Chamber

becky@hpgchamber.org



Preservation-based

(w)holistic and incremental

small steps, small business, small deals, small development

=

MORE JOBS, TAX VALUE/ACRE, IMPACT

COMMUNAL WEALTH

Real Estate Packets



Thank you