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The Governor and His Cabinet Come Calling in Downtown Lynchburg

On October 20, Governor Tim Kaine and members of his cabinet enjoyed lunch at The Depot Grille, then spent the afternoon visiting newly opened businesses and touring current restoration projects that have benefited from such national and state programs as historic tax credits and new

market tax credits. Governor Kaine visited over half a dozen sites in the downtown area. Property and business owners, Lynch's Landing, and city officials received many compliments on the progress being made in downtown revitalization and encouragement to keep those efforts moving forward.



Holiday Traditions

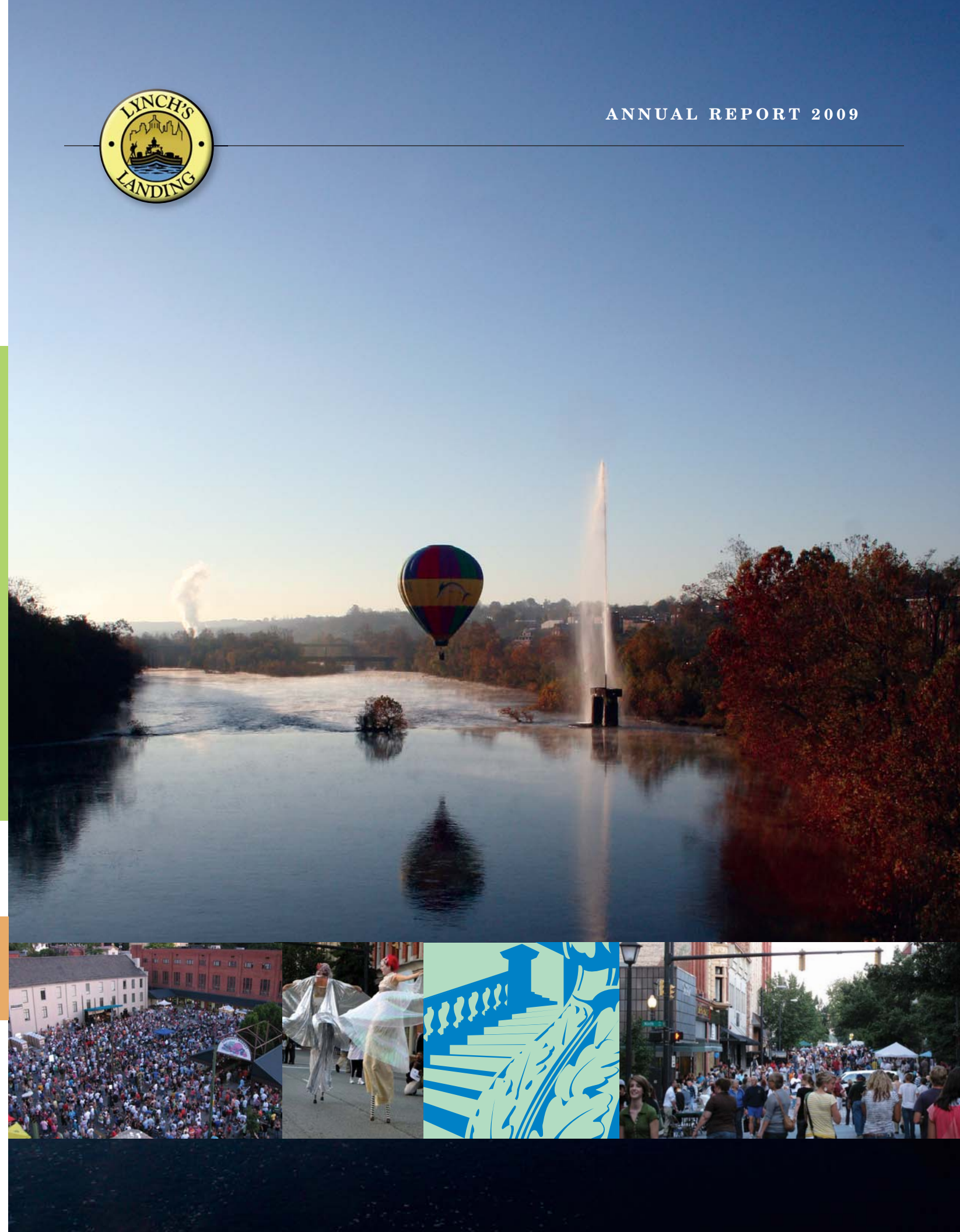
A signature Downtown event brought to you by Lynch's Landing

For many of us, our most cherished holiday memories are of shopping with friends and family in downtown for that unique gift, enjoying the twinkling lights and the floats of the Christmas parade, and having a great meal at a gourmet restaurant. Holiday Traditions was created by Lynch's Landing to bring people back downtown to create new traditions and memories. Some of the 2009 highlights will be horse-drawn carriage rides, visits with The Grinch, Winter Lights in Morrison Garden and a Win The Window contest. In addition, Lynch's Landing partners with other organizations and offers marketing exposure for their events: Mistletoe Market at Lynchburg Community Market, Adult Care Center White Glove Tea, Christmas on Diamond Hill, and Amazement Square's Holiday Children's Festival. Make your own Holiday Traditions each and every year in Downtown Lynchburg.

The Bells will be ringing and the Clock will be ticking

The Lynchburg Museum reopened after extensive renovation in early 2008, but one of its signature features still was not in working order. The clock and bell system in the tower was not restored as part of the work. In early 2009, the museum foundation embarked on a fund-raising campaign to restore the clock and bells. In July, Lynch's Landing and the Lynchburg Historical Foundation partnered together to push the fundraising effort over top of its goal. The clock will start ticking and the bells will be ringing as of December 5. The bells will ring to kick off the start of the Lynchburg Christmas Parade at 5pm.

Get!Downtown began as an event to attract college students to Downtown Lynchburg. All six local colleges joined the effort to bring their students downtown. What the event became was a street festival that attracted a cross-section of the community to fill Main Street and listen to live music, watch street performers, visit shops and dine in restaurants. An estimated 5,000 to 7,000 people attended the event. Plans are now underway for Get!Downtown 2010!



Lynch's Landing and The Main Street Approach

A Proven Record of Success

The Main Street program is a national program sponsored through the National Trust for Historic Preservation. Over 1,600 communities have adopted the Main Street approach in the past 25 years to look again at Main Street, their heart of the community, to save its historic buildings, to revive its commercial core, to strengthen business, to control community-eroding sprawl, and to keep a sense of place and community life in America. The Main Street Four-Point Approach® is a community-driven, comprehensive strategy used to revitalize downtown and neighborhood business districts throughout the United States. It is a commonsense way to address the variety of issues and problems that challenge traditional business districts. Lynch's Landing was accepted into the Virginia Main Street program in 2000, and the Main Street Approach® has guided the work of the organization since that time.

Each year, Lynch's Landing develops a comprehensive workplan, creating action items for each of the four points.

Organization involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. Lynch's Landing has a strong, committed volunteer board that guides the work of the organization, as well as a very dedicated cadre of volunteers that carry out the work of the organization. Downtown Partners, through their time, talents and treasures, advocate for and facilitate downtown revitalization efforts. Revitalization is a collaborative effort involving public and private entities, for-profit and non-profit organizations. It takes the commitment of all of these to return the vibrancy to the heart of Lynchburg's downtown.

Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. Lynch's Landing creates signature events that bring tens of thousands of people to downtown: Friday Cheers,™ Get!Downtown, and Holiday Traditions. The organization also provides marketing support to downtown shops and restaurants through co-op advertising programs with WSET and local and regional magazines.

Vision:

Create a downtown environment where people, businesses, organizations, and events can be successful.

Design means getting Main Street into top physical shape. Lynch's Landing funds an annual facade grant program, which provides funding through a competitive application process to those private owners who are renovating their buildings and enhancing their historic characteristics. Winter Lights in Morrison Garden is an annual holiday event but also Lynch's Landing's effort to create a welcoming gateway into Downtown Lynchburg during the holiday season. The street banner program provides seasonal, attractive decoration to Main and Ninth Streets throughout the year. Lynch's Landing also partners with the City of Lynchburg on their downtown capital projects to provide input during the development phase and to provide information to the public during construction.

Mission:

Identify opportunities and develop resources that position and sustain downtown and the riverfront as a vital economic, cultural, historic, recreational and residential center for our community.

Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base. Lynch's Landing, in partnership with downtown merchants, creates retail-focused events such as Girls' Night Out and the Summer Sidewalk Sale to drive consumers to their doors. The organization hosts downtown forums for the general public to learn about the latest developments in downtown. Retail and restaurant training is provided to individual shop owners by national experts, and with the Downtown Lynchburg website, those who do not have a website of their own can work with the staff to create an individual information page for their shop.

Coincidentally, the four points of the Main Street approach correspond with the four forces of real estate value, which are social, political, physical, and economic. Investment in downtown over the past nine years has been significant, with over \$71 million in private investment and \$41 million in public investment. Property values in downtown have increased by over \$50 million in the past five years. Events like Get!Downtown have caused area developers to proclaim that they will only develop downtown. Lynch's Landing, powered by the Main Street Approach,® has a proven track record of reintroducing downtown to local citizens, attracting the traveler and creating an atmosphere where people and businesses can be successful. If you'd like to join us in these efforts, consider becoming one of our Downtown Partners!

WHEN IS THE LAST TIME YOU STEPPED OUT DOWNTOWN?

Lynchburg is well-known as the city of seven hills, but those hills also require it to be a city of steps. One set of steps in particular is the most recognizable and a centerpiece of downtown: Monument Terrace.

In early 2009, Lynch's Landing developed an icon and tagline for Downtown Lynchburg. The icon is a stylized illustration of the steps at Monument Terrace, with a tagline that encourages everyone to "Step Out Downtown."



The next logical step in our branding effort was to launch a new website for Downtown Lynchburg, downtownlynchburg.com. The website allows visitors to quickly access information about shops, restaurants, galleries, theatres, museums, hotels and outdoor activities downtown offers, with links to attractions that have websites.

A comprehensive events calendar highlights the many events that Lynch's Landing hosts during the year, as well as a variety of other events happening in the downtown area.

For those with a personal Google calendar, you can add the events you're interested in to your own calendar. You can also sign up for the weekly Friday e-blast that highlights upcoming events for the week. You can even follow us on Facebook or Twitter.

Local citizens and travelers alike can step out to shop, dine, play or stay in Downtown Lynchburg. Downtown is very walkable, with many new destinations to explore. Over the past nine years, over 100 new businesses have opened in downtown, ranging from trendy boutiques to a wide variety of restaurants.

The web traffic, since its launch in April, has been vigorous, with an average of 2,700 visitors per month, including hits from across the country and worldwide.

To find out how you can step out downtown during the holidays and in the months ahead, visit us at downtownlynchburg.com.

A Timeline of Success

1992	Central Virginia Inc. starts Friday Cheers to attract people back to downtown	2000	Lynch's Landing and the City of Lynchburg become part of the Virginia Main Street	2003	Human Services moved downtown	2003	Virginia Main Street Milestone Awards	2005	Completion of 9th Street Streetscape project	2007	Virginia Main Street Milestone Awards	2009	Topped out the Lynchburg Museum fundraising campaign for the clock and bell tower
1996	Lynch's Landing is formed as a partnership of Lynch's Ferry Authority and Central Virginia Inc.	2001	Amazement Square Opens	2003	Raised funds to renovate Monument Terrace	2004	Monument Terrace Reopens	2006	Virginia Main Street Milestone Awards	2007	Craddock Terry Hotel Opens	2008	Virginia Main Street Milestone Awards
2002	Virginia Main Street Milestone Awards	2003	Virginia Main Street Milestone Awards	2004	Virginia Main Street Milestone Awards	2005	Virginia Main Street Milestone Awards	2006	Great American Main Street Award® Winner	2007	City Market Lofts Open	2008	Parlor Lofts Open
2004	Riverviews Artspace Opens	2005	Virginia Main Street Milestone Awards	2006	Virginia Main Street Milestone Awards	2007	Virginia Main Street Milestone Awards	2008	Lynchburg Museum Reopens	2009	Visit from the Governor	2009	Market at Main opens, offering grocery items for downtown dwellers and workers
2009	Feature Article in Southern Living												



Left: The Old City Auditorium at 1112 Main Street is just one of three buildings that have benefited in 2009 from the Lynch's Landing Facade Grant Program. Grants are awarded annually through a competitive application process to those who are renovating their downtown buildings. Other grants this year were awarded to the L. Oppleman building and The Parlor Lofts.