



Our vision is to create a downtown environment where people, businesses, organizations, and events can be successful. Our mission is to 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.

2008 Accomplishments

What makes Main Street communities work are the committees that set the annual work plans and move forward with the projects for that given year. Their tasks are as varied as the places and personalities found in a downtown, but the work which they do adds to the unique experience people have in Downtown Lynchburg. I'd like to share with you some of the highlights from this year, and thank you for everything you do to further the revitalization of Downtown Lynchburg.



Angela Hamilton
Executive Director

Design

- Continued seasonal banner program, adding new banners for summer and winter.
- Continued Winter Lights program, creating decorations that can be used year after year.
- Issued three façade improvement grants.
- Provided one facade rendering to a Main Street business.
- Provided signage design and funding to two downtown businesses.

- Provided plants for the urns in front of The Galleria.

Organization

- Received two Virginia Main Street awards for Private Investment and Volunteer Service Hours. The value of the volunteer hours committed to downtown revitalization since 2001 total over \$1.2 million.
- Received 2008 recognition as a National Main Street Program.



- Initiated a partnership with the Academy of Fine Arts to assess how Lynch's Landing can aid the Academy in furthering their goal of completing the restoration of the Academy of Music Theatre.
- Made a presentation to the Diamond Hill Historical Association on activities downtown and how they could help.
- Began conversation with local colleges and universities about ways to introduce downtown to students and parents.
- Hosted Holiday Traditions activities.
- Highlighted downtown activities through weekly e-mail blasts and a newspaper supplement, *The Downtown Leader*.
- Continued to highlight downtown businesses and events through segments on *Living in the Heart of Virginia*.

Economic Restructuring

- Hosted two downtown walk-about. Girls' Night Out was geared towards kicking off the holiday shopping season.
- Hosted two downtown forums focusing on parking and improvements to Riverfront Festival Park.
- Partnered with the Small Business Development Center to provide training to retail shops and restaurants about how to survive during tough economic times.

Promotion

- Hosted a successful season of Friday Cheers.
- Embarked on a branding effort for Downtown Lynchburg to include an updated website.
- Continued to work with downtown shop owners to develop retail events and cooperative advertising opportunities to highlight the diversity of downtown offerings.

A year in the making

Downtown Lynchburg highlighted in *Southern Living*

It's hard to imagine the forethought that it takes for national magazines to plan their editorial calendars well over a year in advance. In November 2007, a freelance photographer for *Southern Living* came to Lynchburg to photograph children at Amazement Square, local city staff climbing the steps of Monument Terrace, and volunteers from Lynch's Landing hanging Winter Lights in Morrison Garden.

The photos were taken for an article planned for the Mid-Atlantic section of the December 2008 issue of *Southern Living*, highlighting Downtown Lynchburg, its revitalization, and the role that Lynch's Landing has

played in that effort. A writer called in August to get more background information for the story. The copy for the article arrived in October to be reviewed for accuracy.

The *Southern Living* Lynchburg feature is not only an acknowledgement of the accomplishments of Lynch's Landing, but also of the substantial investment made by the public and private sectors. These combined efforts will help to position Downtown Lynchburg as a destination not only for those traveling to Lynchburg, but for local residents and those attending area colleges and universities.

The cornerstones of downtown—such as the Bluffwalk Center,



Monument Terrace, Amazement Square, The Academy of Fine Arts and Riverfront Festival Park—add richly to the fabric of downtown, as do the wonderful, unique shops and restaurants. As more people discover all our area has to offer,

they will soon discover Downtown Lynchburg is a vibrant place to live, work and play.

The December issue of *Southern Living* arrived to subscribers in mid-November, and appeared on newsstands later that month.

Friday Cheers celebrates an amazing sweet 16



Combine a new staff, beautiful summer weather and one of Downtown Lynchburg's signature events together, and you get an amazing Friday Cheers.™

Cheers celebrated its sixteenth birthday this

year with 11 parties beginning May 23. Seven of the events were held at Riverfront Festival Park, a record number at the park for the year. Favorite bands such as The Worx, Key West, and Cimmaron entertained enthusiastic crowds, averaging nearly 2,200 people per night, an increase of 300 people per night from 2007.

We continued to have great participation from over 880 volunteers to help at admission gates,

sell tickets and work the beer trucks. And, many thanks go out to our most dedicated band of volunteers—our Friday Cheers supervisors. Wearing colorful shirts, they came out every Friday night to help out. These supervisors make things happen and are essential to the events' longevity and success.

Cheers finished its season with an exciting performance by Emily West, an up-and-coming Capitol Records Nashville

recording artist. Emily posed for photos and signed autographs for the crowd. She loved everything about Downtown Lynchburg, especially her stay at The Craddock Terry Hotel.

Plans for Friday Cheers 17 will be revealed soon. We'll be celebrating Cheers the old-fashioned way at the Community Market as improvements continue to be made at Riverfront Festival Park.

Cheers!

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