



## Volunteer Packet

Thank you for showing interest in volunteering your time with Culpeper Renaissance, Inc. (CRI). CRI is a 501c3 non-profit organization, which exists only through the volunteer efforts of community members. We commend you for wanting to be involved in the community and are happy you have chosen CRI with which to do so.

Designated in 1988, Culpeper Renaissance, Inc. (CRI) is a member of the Virginia Main Street program. The Main Street Program was organized by the National Trust for Historic Preservation to help revitalize the economic vitality of downtown commercial districts using the National Main Street Center's successful Four Point Approach. CRI operates under the national 4-point main street approach and CRI's committee structure is centered on this format - These four main committees are: Economic Restructuring, Organization, Promotions, and Design. Under the Promotions committee we have several event sub-committees: 3rd Thursday Summer Concert Series, Culpeper Block Party; Hop N Hog, Gnarly Culpeper Block Party, Holiday Open House and the Culpeper Downtown Carnival. Most committees and subcommittees meet once a month for approximately 1 hour.

Please find included a brief overview of the Main Street Four Point Approach with Committee Descriptions, CRI's Vision, Mission and Goals, Calendar of Events and Volunteer Sign-Up Form. Please complete the sign-up form and submit to the CRI office via, email at [cridirector@culpeperdowntown.com](mailto:cridirector@culpeperdowntown.com), fax (540) 825-7014, or mail to 127 West Davis Street, Culpeper, VA 22701.

Please let me know if you have any questions and I will be happy to help.

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## **Vision**

Culpeper Renaissance, Inc.'s Vision for Culpeper is a connected, adaptive and distinctive downtown that is inviting and attractive to multiple generations of entrepreneurs, residents and visitors.

## **Mission**

The purpose of Culpeper Renaissance, Inc. is to ensure a growing and stable commercial center in downtown Culpeper by:

- Increasing use of Downtown by Locals and Visitors
- Improving District Identities
- Promoting an Eclectic Business Mix
- And, Strengthening a Unified and Enduring Sense of Place

## **Goals**

1 - Expand physical and economic revitalization along entry corridors and secondary streets.

2 - Expand the volunteer base by 25%.

3 - A diversified funding stream including:  
Raise \$25,000 in private donations  
Increased grant funding

4 - Maintain and increase the success of Downtown's retail market.

5 - Building a strong community connection that establishes Downtown Culpeper as a destination for visitors, businesses and residents



## **A Brief Overview of The Main Street Four Point Approach**

Main Street is a nationwide program founded by the National Trust for Historic Preservation in the 1970's, when, after some trial runs, they came up with the basic framework used by more than 2000 communities to revitalize their historic commercial districts, better known as "downtown." There are approximately 45 state Main Street programs and a small but growing number of "urban" or city-wide programs. Virginia established its program in 1985.

Culpeper Renaissance, Inc was founded to be the local organization charged with implementing the Main Street activities and Culpeper was designated as a Virginia Main Street in 1988. In 2012, Culpeper earned the Great American Main Street Award from the National Main Street Center.

### **The Four Point Approach**

While many of the states participating with statewide programs are vastly different from others and even within a state like Virginia, there are designated Virginia Main Street communities that range from 1000 – 65,000 in population, all the successful Main Street communities have two things in common. They all have a dedicated volunteer corps and they follow the Main Street Four Point Approach that was developed through several years in several communities as the framework for successful revitalization.

The Four Points are the true heart of the success of the Main Street movement and meant to be used in approximately equal measure. They are: Design, Organization, Promotion and Economic Restructuring. Below, you will find a brief overview of these points. You should take some time to learn more about each and find your place in one or more of the associated committees that interest you.

**Design:** Originally, this mostly meant sprucing up your downtown. Over time, Main Streets learned that Design meant making the downtown usable and safe, too. Today, the most successful communities use design to create an attractive, safe space that functions well for the shop owners, shoppers, multi-generational families and people of all abilities.

- Improving the physical environment by renovating buildings, constructing compatible new ones, improving signs and merchandise displays, creating attractive and usable public spaces, and ensuring that planning and zoning regulations support Main Street revitalization.

#### **Committee Program of Work Examples:**

Hanging Baskets  
Beautification of Alleys

Banners – Seasonal, Hometown Heroes, General  
Downtown Holiday Décor  
Façade, Sign and Awning Grants  
Façade Design Renderings  
Feasibility Studies  
Façade, Sign, or Awning Grant Program  
E.B. Wood Community Park  
Culpeper Downtown Mural Program  
Downtown Way Finding Program

**Organization:** This is the place that keeps the operation running. The work of downtown revitalization is ever evolving, and a successful Main Street organization needs to be built to last through the years and decades to tackle new problems and shifts in preferences as they come around. The Organization Committee is focused on making sure the other committees have the resources they need to do a great job.

Building collaboration among a broad range of public- and private-sector groups, organizations, and constituencies. This Committee consists of CRI Executive Committee members.

**Committee Program of Work Examples:**

Volunteer Recruitment  
Fundraising Project  
Public Outreach  
Trainings (board and staff)  
Partnering Entity Relationships  
Grants for the Organization  
Board Retreats  
Overall Organization Goals, Vision, and Mission  
Overall Organization Work Plan and Budget Planning

**Promotion:** There are at least three levels of promotions: Special events like concerts and festivals that raise funds and awareness of the downtown, Retail events meant specifically to drive shoppers into the stores, and marketing, which can be both paid like newspaper ads and brochures and earned advertising like articles spurred by a press release. All of these have their place in building the success of downtown and it is important to make sure that all of them are being balanced.

Marketing the district's assets to residents, visitors, investors, and others through special events, retail promotion, and activities that improve the way the district is perceived.

**Committee Program of Work Examples:**

Culpeper Downtown Carnival  
Restaurant Weeks  
Gnarly Culpeper Block Party  
Culpeper Downtown First Fridays  
Culpeper Downtown Farmers Market  
3<sup>rd</sup> Thursday Summer Concert Series  
Culpeper Block Party; Hop N Hog  
Culpeper Downtown Merchant Halloween Trick-or-Treating

Culpeper Downtown Holiday Open House & Community Tree Lighting  
Culpeper Downtown Celebrates Small Business Saturday  
Culpeper Downtown for the Season  
Print, Social Media, and Website Promotions

**Economic Restructuring:** This is the most misunderstood of the Four Points. “ER” is different from Economic Development in that it focuses on adjusting the local economy of the downtown to match the ever-changing preferences of the public and matching uses with spaces. Think about it: is your Coca-Cola still bottled in a 15,000-sf building in Downtown? When did you last have your TV repaired? We don’t use the railroad like we used to, and the bypass means a lot of traffic doesn’t go through town anymore. We can lament these changes, but they are facts, and it is the job of the ER committee to build a plan that adapts to these changes and provide the tools to successfully work that plan. Strengthening the district’s existing economic base while finding ways to expand it to meet new opportunities – and challenges from outlying development

**Committee Program of Work Examples:**

- Available Retail listing
- Property and owner listing
- Business Openings/Closings/Relocations
- Business Job Opportunities Promotion
- Job Fairs
- Ribbon Cutting Events
- Zip Code Survey Program
- Mystery Shopper Program
- Business and Property Owner Educational Trainings
- Grants for Downtown Businesses

The Four Points are flexible, and the details of implementation vary from community to community and from year to year within communities. However, neglecting any of the points or focusing too much on one can lead to less success. The Four Points are not revolutionary; they just work.



## **2022 CRI Calendar of Events**

**February 26**

**Culpeper Downtown Carnival**

**March 7 - 13**

**Restaurant Week**

**April 30**

**Gnarly – Culpeper Block Party**

**May 6, June 3, July 1, August 5, September 2, October 7, November 4**

**Culpeper Downtown First Fridays – Merchants Open Late 'til 8pm**

**May 7 – October 29, every Saturday - 2022**

**Culpeper Downtown Farmers Market**

**May 19**

**Culpeper Downtown 3<sup>rd</sup> Thursday Summer Concert Series**

**June 16**

**Culpeper Downtown 3<sup>rd</sup> Thursday Summer Concert Series**

**July 21**

**Culpeper Downtown 3<sup>rd</sup> Thursday Summer Concert Series**

**August 18**

**Culpeper Downtown 3<sup>rd</sup> Thursday Summer Concert Series**

**September 15 - (Rain Date) for Culpeper Downtown 3<sup>rd</sup> Thursday Summer Concert Series**

**September 25 (Sunday)**

**HOP N HOG – The Culpeper Block Party**

**October 10 – 16**

**Culpeper Downtown Restaurant Week**

**October 31**

**Culpeper Downtown Merchant Halloween Trick-or-Treating**

**November 20**

**Culpeper Downtown Holiday Open House & Community Tree Lighting**

**November 27**

**Culpeper Downtown Celebrates Small Business Saturday**

**Nov/Dec - Culpeper Downtown for the Season (Entertainment and Santa Visits)**

## Culpeper Renaissance, Inc. Volunteer Form

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone (Daytime) \_\_\_\_\_ (Evening) \_\_\_\_\_ (Cell) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Indicate how you prefer to be contacted \_\_\_\_\_

Please state your preference for the following:

Volunteer the day of event(s) only  Serve on a committee for an annual event

Serve on a committee that meets regularly (Please check the committee of your preference. See attached an explanation of each committee):

Design Committee  Economic Vitality Committee  Promotions Committee

Promotions Sub Event Committees:  3<sup>rd</sup> Thursday Committee,  Culpeper Block Party; Hop N Hog,  
 Holiday Open House,  Gnarly Culpeper Block Party,  
 Culpeper Downtown Carnival

What are your interests? (Examples: typing, artwork, graphic design, crafts, planting, visiting businesses, tracking volunteer hours, etc.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you for completing this form. We are thankful you are willing to volunteer your time and talent to CRI and we want you to enjoy the time you give to us.

(Signature) \_\_\_\_\_ (Date) \_\_\_\_\_



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