

My name is Glen Hoffherr. I am the Board President of Culpeper Renaissance, Inc. also referred to as CRI. CRI is Culpeper's designated Main Street organization. We are a 501 C3 non-profit, and are able to fulfill our mission of enhancing, celebrating, and enriching Culpeper's Downtown and our community only through the most important work of our volunteers and community partners.

In 2021-2022, the organization encountered many changes, which shifted our attention and focus to grants and programs that would generate direct cash flow for our downtown businesses. CRI achieved its goals towards the continued Downtown revitalization, which would have not been possible without the support of community members like you.

I would like to share a few of our key accomplishments this past year and ask that you consider becoming a CRI Friend and support our mission of stimulating a growing and stable commercial center in downtown Culpeper by increasing the use of downtown as a destination for residents and visitors, promoting and developing a diversified business mix, fostering residential opportunities in and near downtown and continuing to strengthen a unified and enduring sense of place.

In 2021, CRI continued to experience many changes to our programming with much of our attention focused on grant and program goals that would generate direct cash flow for our downtown businesses. CRI achieved its goals toward the continued Downtown vitality, which would not have been possible without community support. These accomplishments included:

- For the first quarter of 2021 CRI was able to infuse \$16,500 into 26 downtown small businesses through the Culpeper Downtown Dollars Program during an otherwise slow time of year for the downtown district. The economic recovery program spearheaded by CRI was made possible thanks to CRI's fundraising efforts with \$5,500 in public donations.
- CRI reopened our Façade, Sign and Awning Grant program which supports and revitalizes the historic downtown corridor. The overall appearance of the downtown buildings weighs heavily on the success of CRI's ongoing effort of downtown vitality.
- Successfully implemented the Culpeper Downtown Micro Marketing Leverage \$30,000 Grant in partnership with the Town of Culpeper Tourism Department. This grant program was designed to stimulate new advertising, marketing and promotional activity for businesses and organizations in downtown Culpeper.
- CRI successfully planned, implemented, and purchased the Hometown Heroes Banner Program honoring veterans, both living and deceased, honorably discharged, and active-duty members of the Armed Forces with banners, which were displayed on light poles within the Culpeper downtown district for Memorial Day and Veteran's Day starting in spring 2021.
- Due to employee shortage for our downtown businesses the CRI Economic Vitality Committee in partnership with Culpeper Tourism and Economic Development Department, Culpeper County Economic Development Department, Culpeper Chamber of Commerce, Culpeper Center, and Virginia Career Works Culpeper Center held a Culpeper Downtown Job Fair event on September 27th from 5-8pm at the Culpeper Center. Eleven downtown businesses participated in the event with 5 positions being filled. In addition to the Job Fair CRI created a Work Downtown webpage to highlight available job opportunities within the downtown district and promoted the page through various social media outlets - <http://www.culpeperdowntown.com/work-downtown.html>
- In March and October CRI encouraged locals and visitors to celebrate local flavors during the Culpeper Downtown Restaurant Week (March 8 – 14), (October 11 – 17)
- CRI dispersed pertinent COVID, grant, loan, and educational opportunity information to downtown businesses via email, the CRI Culpeper Downtown Business Facebook Chat Room and the CRI COVID Resource web page.
- CRI successfully managed and implemented the Culpeper Downtown Farmers Market, offering a safe location for local farmers and artisans to sell goods to our community. CRI worked closely with the Virginia Farmers Market Association and the Virginia Department of Agriculture to ensure adherence to all COVID related regulations that were mandated by the State. Staff worked on operations, marketing, grant management, SNAP, entertainment, and general promotion of the market. More specifically, management of a Culpeper Wellness Foundation \$5,585 grant and a \$12,000 grant from the Northern Piedmont Community Foundation for the Culpeper Downtown Farmers Market – Healthy Local Food Initiative, Youth Nutrition Education, and Farm Fresh Dollars for Kids program, and CRI funded SNAP participant double program was offered at the Market for 2021 & 2022.
- Management of the E.B Wood Community Park to include weed prevention, seasonal plants, replacement plants, replacement umbrellas, and park clean up.
- Promoted the downtown district and individual downtown businesses through various CRI social media platforms, the CRI Culpeper Downtown webpage, through the printing and distribution of 26,000 2021 Culpeper Downtown Shopping & Dining Guides, and various paid advertisements through print and social media.
- CRI continuously maintains national accreditation through the National Main Street™ program for meeting rigorous performance standards. Each year, Main Street America and its partners announce the list of accredited programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.
- Planning and implementation of 3rd Thursday Summer concert series, Culpeper Downtown Carnival, and Gnarly Block Party
- Culpeper Downtown First Fridays. CRI supported the downtown merchants in the Culpeper Downtown First Fridays with enhanced lighting for downtown, open late balloons for participants, and cohesive marketing program. CRI partnered with the Town Department of Tourism, which organized parklet and depot activities. Each month CRI created, printed, and distributed promotional material showcasing offerings from merchants and restaurants, balloons to highlight participation to businesses. CRI created and maintained both a First Friday web page on CRI's site and had a First Friday Facebook event dedicated to the promotion of Culpeper Downtown First Fridays and business specials each month. Purchased string lights and lighting support wire to highlight the downtown district in the amount of \$8,000.
- Culpeper Downtown Fall Décor. CRI volunteers met on Saturday, October 2nd to decorate downtown for the Fall with the placement of cornstalks and bows on light poles throughout the downtown district.

- Organized and promoted the Culpeper Downtown Trick-or-Treat community event. CRI partnered with the Town of Culpeper Police Department and downtown businesses to offer a safe trick-or-treat event for our community.
- Culpeper Downtown for the Season
  - Staff worked with Town Light & Power and Public Works for placement of CRI downtown Holiday Décor which included light pole pre-lit garland and wreaths with bows, Tree snow fall lights, Holiday banners, Lights at the Knakal's alley way entrance, community tree lights, ornaments, and star, over street garland with wreaths and lights for north and south Main Street.
  - The CRI Holiday Door & Store Front Decorating Contest had 16 business participants this year. The contest assisted with setting the stage for the Culpeper Downtown Holiday Preview Week for downtown merchants with specials and holiday merchandise, additionally CRI invited the community to get involved with the excitement of downtown for the holidays by online voting through Facebook for the contest.
  - Culpeper Renaissance Community Tree Lighting was held on November 21 and highlighted the Holiday Preview Week and was well attended by the community. The Blue Ridge Chorale provided holiday carols. MFA Dance Studio youth company performed a dance routine. And to end the nights festivities Mayor Mike Olinger & Vice Mayor Billy Yowell lit the Tree.
  - CRI was the neighborhood Champion for the National Small Business Saturday event. CRI highlighted Culpeper Downtown Shop Small week merchant's specials through the Culpeper downtown website, social media outlets to include all Black Friday and Cyber Monday.
  - CRI partnered with the Culpeper Times and the Culpeper Chamber in Shop Small advertising and promotion in November.
  - CRI worked with WJMA to put together a cooperative Holiday radio ad focused on downtown shopping along with 5 downtown merchants to promote the "Culpeper Downtown for the Season" campaign.
  - Organized, promoted, and funded Santa Visits held on Nov. 21, 27, 28 & Dec. 18. CRI partnered with the Culpeper Police Department and Culpeper County Volunteer Fire Department.
  - CRI hosted a Culpeper Downtown Scavenger Hunt - December 10 – 24 to highlight our vibrant downtown.
  - Holiday Shopping and Dining Guide - CRI Staff put together a specialty shopping and dining guide for November and December 2021 featuring all new store hours, special services for the holidays such as gift wrapping and catering, including all the reasons for the community to shop local this holiday season. 4,000 guides were distributed in November & December. The new guide was available on CRI's website, as well.
  - CRI hosted a Special Winter Farmers Market December 4, 11, & 18 at the East Davis Street Parking lot with 9 vendor participants.
  - Purchased much needed new light pole lighted holiday garland for the downtown district and wreath bows in the amount of \$13,000 for the 2022 holiday season.
- CRI researched and designed new sidewalk way finding signage, which was approved by the Town of Culpeper, to be placed in key locations within the downtown district Summer 2022.
- CRI completed the 3<sup>rd</sup> art installation of CRI's Culpeper Downtown Walls Mural Program designed by local artist Layton Scarbrough titled "The Trailblazers"
- The CRI Design Committee completed new downtown light pole banner designs which will be placed in January 2022.
- In 2021, CRI created a new CRI Downtown Project Sponsorship packet which will go public in late January 2022 to assist with downtown improvement project expenses.
- Purchase and placement of light pole flower baskets

With continued support from community partners like you, CRI will be able to continue to make a significant positive impact in strengthening the downtown district. Your assistance will allow continued growth of relevant downtown projects to ensure a growing economic climate for downtown Culpeper. Thank you for your consideration.

Sincerely,



Glen Hoffherr  
Board President  
Culpeper Renaissance, Inc.



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## 2022 Friends of Culpeper Renaissance, Inc. (CRI)

Designated in 1988, Culpeper Renaissance, Inc. (CRI) a 501 C3 non-profit designated by National Main Street and the Town of Culpeper to carry out Main Street activities. 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:

~ Organization, Promotion, Design and Economic Vitality ~

CRI is a catalyst for positive change, and as a non-profit organization, we rely on community partners to help us achieve our goals. CRI's projects and programs work to support the downtown business community, attract new businesses, improve the physical environment, and create a more exciting experience in Culpeper downtown for locals and visitors alike.

**Platinum**  
\$251 +

- Name recognition on the CRI website
- Friends of CRI window cling
- CRI Event Swag Bag

**Gold**  
\$101 - \$250

- Name recognition on the CRI website
- Friends of CRI window cling

**Silver**  
\$50 - \$100

- Name recognition on the CRI website

\*Proceeds from the Friends of CRI program will benefit Culpeper Renaissance, Inc., a 501c3 non-profit organization dedicated to enhancing, celebrating, and enriching Culpeper's Downtown District.

**Company:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Complete Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_