

Culpeper Downtown

NEW BUSINESS WELCOME PACKET

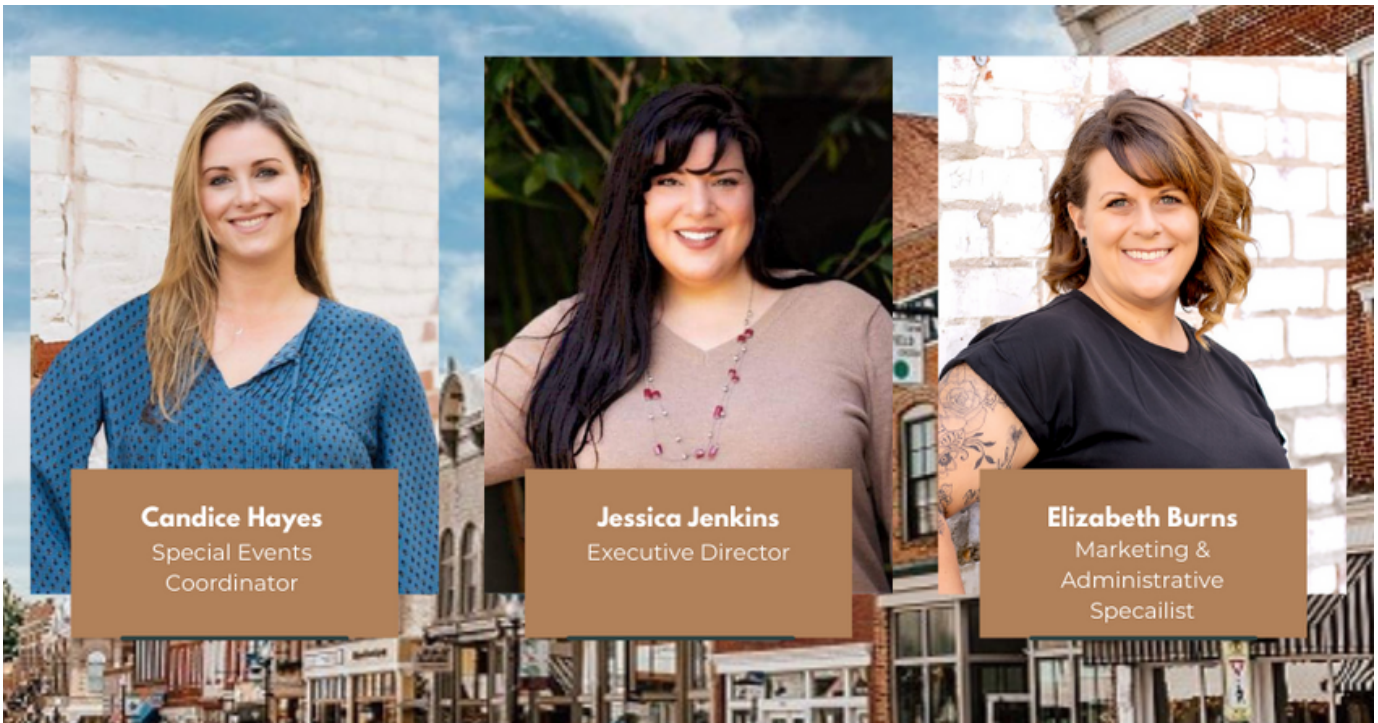


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Welcome!

MEET THE TEAM



Candice Hayes
Special Events
Coordinator

Jessica Jenkins
Executive Director

Elizabeth Burns
Marketing &
Administrative
Specialist






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THANK YOU FOR CHOOSING CULPEPER DOWNTOWN FOR YOUR BUSINESS LOCATION.

Culpeper Renaissance, Inc. (CRI) is a 501c3 charitable organization charged with supporting the growth and revitalization of Culpeper's historic commercial district, the downtown. Culpeper is a designated Virginia Main Street Community and CRI is the organization designated by the state 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®.

Culpeper Renaissance, Inc. (CRI) is excited to help you through promotions, façade, sign, and awning grants, co-op advertising opportunities, listing in the Culpeper downtown shopping & dining guide, listing on the CRI website, ribbon cuttings, etc. The services CRI provides to businesses within the CRI downtown footprint are FREE. Please find enclosed:

- Page 3-4 A brief overview of the Main Street Four Point Approach®
- Page 5 CRI's mission and vision
- Page 6 **CRI Volunteer Form**
- Page 7-8 **CRI's Façade, Sign, or Awning Grant Program**
- Page 9 **Culpeper Downtown Shopping and Dining Guide Application Form**
- Page 10 CRI News & Guide to Special Event promotion
- Page 11 CRI Calendar of events



Mission and Vision



Mission:

Culpeper Renaissance, Inc's purpose is to stimulate a growing and stable commercial center in downtown Culpeper by:

- Increasing the use of downtown as a destination for local residents and visitors Promoting and developing a diversified business mix
- Fostering residential opportunities in and near downtown
- Continuing to strengthen a unified and enduring sense of place



Vision:

Culpeper Renaissance, Inc's vision for Culpeper is an Enjoyable, Vibrant, and Walkable Downtown that actively leverages its cultural assets to connect businesses with visitors and residents, and is WELCOMING TO ALL

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 Vitality. 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 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 Projects
- 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
- 3rd 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 Vitality:

This is the most misunderstood of the Four Points. "EV" 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 EV 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



**Shopping and Dining Guide &
Website Business Listing
Sign-up Form**

Please complete this form to be included in the Culpeper Renaissance, Inc. Shopping and Dining Guide as well as the Culpeper Renaissance, Inc. Web Site. This is a free service of Culpeper Renaissance to downtown businesses as your downtown development program. Please return via mail, fax or stop by the office – Thank You!

Business Name: _____

Address (complete): _____

P.O. Box (if applicable): _____

Contact Name(s): _____

Phone: _____ Fax: _____

E-mail: _____ Web Site: _____

Date Business Opened: _____

Brief Business Description (10 words or less): _____

Days & Hours of Operation: _____

Signature: _____

Date: _____



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Façade, Interior, Sign and Awning Grant Application

Culpeper Renaissance, Inc. (CRI) will fund **up to 50%** of the cost for façade, sign or awning improvements for properties located within the CRI Downtown District Footprint. The maximum grant is not to exceed **\$1,000** for façade or permanent interior improvements, and **\$500** for sign or awning improvements, funding permitting. The grant applies to the **front facades only**. Grants will only be awarded to projects that are approved by CRI **prior to the start of work**. A written confirmation from CRI must be provided prior construction or installation. Please see the attached materials for further details.

Date: _____ Estimated Cost of Project: _____

Business Name: _____ Phone: _____

Street Address of Business: _____

Mailing Address, If Different Than Address: _____

Contact Person: _____

Proposed Start Date: _____ Anticipated Completion Date: _____

Statement of Understanding

1. The Applicant agrees to comply with the guidelines and procedures of the CRI Façade, Interior, Sign or Awning Improvement Grant Program and the conceptual design and outline specifications as agreed to by the Applicant and the Design Committee, as set forth herein.
2. The Applicant understands that he/she must submit detailed cost documentation, copies of building/sign permits, bids, contracts, and invoices and contractors' final waivers of lien upon completion of the approved improvements.
3. The Applicant agrees to hold harmless Culpeper Renaissance, Inc. for any damage to the building or personal injury that occur as a result of work funded by this grant.
4. Recipients of any facade grant funds must agree to observe all applicable federal, state, and local laws pertaining to the use of grant funds.
5. The Applicant hereby acknowledges receipt of, and agrees to fully abide by, and be bound by all terms of the Culpeper Renaissance, Inc. Façade, Sign & Awning Improvement Grant Program Description and Terms of Participation, which is incorporated herein by reference.

Applicant Signature

Date

If the Applicant is other than the owner of the building, the following line must be completed:

I certify that I, the owner of the property do authorize the Applicant to apply for a grant under the Façade, Sign or Awning Improvement Grant Program and undertake the approved improvements.

Owner Signature

Date

Describe the scope of the proposed façade, sign or awning improvements.

Please provide:

- A picture of the existing façade and/or interior
- Façade plans drawn to ¼ inch scale
- Letter of approval by the Architectural Review Board (ARB) if required
- Copy of Town and/or County permits if required
- Elevation detailing changes to be made
- Estimated cost breakdown
- Materials specifications
- Elevation showing immediately adjacent buildings

Façade, Sign or Awning Grant Guidelines

Façade improvements (outside Front) that qualify for the Façade, Interior, Sign and Awning Grant Program:

- Removal of fake facades, old signs or dilapidated awnings
- Removal of window air conditioners, grills and/or signs that are historically inappropriate for the building
- Masonry cleaning and/or repair
- Historic element restoration
- Repairs to siding, windows, doors, signs, awnings, light fixtures
- Replacement of siding, window, doors, signs adhered to the building, awnings, light fixtures
- Painting
- Shutters, planters adhered to the building or other design elements
- Façade elements of second floor additions
- Installation of new signs adhered to the building or awnings

Interior improvements (permanent) the qualify for the Façade, Interior, Sign and Awning Grant Program:

- Flooring repair, removal, and/or placement
- Wall repair, removal, and/or placement
- Plumbing
- Electrical
- Mold remediation
- Restoration of original architectural features
- Other building preservation needs

Rules:

- Project must adhere to all City and State codes
- Project must be in compliance with the Architectural Review Board (ARB) guidelines
- Information required at time of application:
 - A picture of the existing façade, interior and/or signage
 - Façade and/or interior plans drawn to ¼ inch scale, image of new signage
 - Letter of approval by the Architectural Review Board (ARB) if required
 - Copy of Town and/or County permits if required
 - Elevation detailing changes to be made
 - Estimated cost breakdown
 - Materials specifications
 - Elevation showing immediately adjacent buildings
- Application form must have all required information completed
- The project must commence within 6 months of approval and be completed within 12 months to ensure timely utilization of funds
- All deadlines must be adhered to
- Approved applicants must agree to have a sign posted during the project stating that the project is funded in part by Culpeper Renaissance, Inc.

Application Process:

1. Contact CRI for Façade, Sign or Awning Grant Application at www.culpeperdowntown.com , (540-825-4416), or crirector@culpeperdowntown.com
2. Complete the application and return it to CRI along with the required plans and detailed information. Consult with CRI staff in preparation of the application. Applicants are encouraged to review the Architectural Review Boards Guidelines prior to project submission (available from CRI).

3. Written notification will be provided within 10 days of the CRI Design Committee decision.
4. Approved applicants will be reimbursed for the grant amount after completion of the project and when paid receipts for approved receipts are submitted to CRI. Copies of all applicable building permits need to be provided to CRI at the time reimbursement is requested.

The CRI Design Committee reserves the right to deny any application for any reason including but not limited to incomplete information or any application that is inconsistent with the Downtown Design Plan.

CRI NEWS & GUIDE TO SPECIAL EVENT PROMOTION

Ribbon Cuttings:

CRI will create the e-invitation, distribute to downtown stakeholders and promote on all social media platforms.

Please contact the CRI office at cridirector@culpeperdowntown.com or (540) 825-4416 to schedule your ribbon cutting event.

Facebook Culpeper Downtown Business Chat Room:

Be sure to follow the link and ask to join the private Facebook Culpeper Downtown Business Chat Room to keep up to date with downtown happenings.

https://www.facebook.com/groups/248859042530002/?source_id=126178172579

Business Special Events:

Downtown Business Special Event information should be submitted to criinfo@culpeperdowntown.com to be included on the CRI website, CRI Monthly Newsletter, and CRI Facebook page. Please attached images you would like included with your event information in a JPEG or PNG format. Please be sure to include the following information:

Title:

Date:

Time:

Location:

Description:

Phone:

Email:

Website:

For CRI to be able to add your event to our Facebook page, please add Culpeper Renaissance, Inc as a co-host.



2024 Culpeper Downtown EVENTS



February 24
Culpeper Downtown
Carnival



March 18-24
Culpeper Downtown Spring Restaurant Week



April 27
Gnarly Culpeper Block Party
& Brew Fest




 May 16 | Jun 20 | July 18 | Aug 15
 3rd Thursday Summer Concert Series
 (Rain Date: Sep 19)


 May-October
 Culpeper Downtown Farmers Market
 Every Saturday


 Sept 30 - Oct 6
 Culpeper Downtown Fall Restaurant Week





 October 19
 Hop N' Hog Culpeper Block Party
& BBQ Competition


 October 31
 Culpeper Downtown Merchant
 Halloween Trick-or-Treating


 November 24
 Holiday Open House & Community
 Tree Lighting


 November 30
 Small Business Saturday





Welcome to DOWNTOWN!

WWW.CULPEPERDOWNTOWN.COM