



the world's one and only

2024-2025

Annual **REPORT**



④ 540-825-4416

🌐 www.culpeperdowntown.com

About Culpeper Renaissance, Inc.



Designated in 1988, Culpeper Renaissance, Inc. (CRI), a 501(c)(3) non-profit organization, 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® of Promotion, Organization, Design, and Economic Vitality.



CRI Strategic Work Plan
Scan QR code to view the
2021-2026 work plan

Based on the 2023 CRI Service Plan with VMS, the CRI Board of Directors held a Strategic Market Planning Session in June 2023 in partnership with Main Street America (MSA) and Virginia Main Street (VMS). The Strategic Market Planning Session defined our organization's transformation strategies with a focus on Family Friendly/Family Serving, to ensure CRI maintains a strong market-based understanding that informs the organization's project development and downtown vitality efforts. In partnership with MSA, VMS provided support to help CRI translate market data and community visioning into district-specific strategies that will spur transformative, measurable changes and guide our organization's work.



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.



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



Board Members

Our board consists of local leaders and involved residents that represent a variety of community interest from education to banking to architectural preservation.

Voting Members

President – Jennifer Hoehna

Advisor – Glen Hoffherr

President Elect – Gwen Steele

Treasurer – Nikii Davis

Secretary – Lt. Ashley Banks

Chris Minnis

Cynthia Beamer

Debbie Barthello

Jackie Bowles

Paul Klinger

Tabatha Fulton

Hank Milans

Joe Short, Town of Culpeper, Council Representative

Non-Voting Members

Amy Frazier, Culpeper County Chamber of Commerce

Bryan Rothamel, Culpeper County Department of Economic Development

Paige Read, Town of Culpeper Department of Tourism & Economic Development

Chris Hively, Town of Culpeper, Manager

John Christiansen, Museum of Culpeper History

Grants

Downtown Connectivity Planning

\$50,000 Small Area Plan (SmArP) Grant

CRI was awarded a \$50,000 Small Area Plan (SmArP) grant by the Virginia Department of Housing and Community Development and Virginia Main Street to fund the CRI Culpeper Downtown Connectivity Improvement Project. The final report was completed November 2025.

The Culpeper Small Area Plan was initiated through Virginia Main Street's SmArP (Small Area Plan) program, a competitive grant opportunity offered to select Main Street communities across the commonwealth. Culpeper Renaissance, Inc. (CRI) secured this grant to focus planning efforts on a targeted portion of the downtown district.

From the outset, the state authorized CRI to extend the study area beyond the traditional Main Street boundaries to include Heritage Park and its connection to the historic core through the new pedestrian bridge. This adjustment reflected the importance of considering the Farmers' Market relocation, the emerging role of Heritage Park as a public amenity, and the integration of surrounding areas such as Wausau Place, Commerce Street, and the Fishtown district along Culpeper Street. The Parks & Greenways Master Plan underscores this direction, noting "Heritage Park should evolve as a downtown gateway and civic destination, with trail and park linkages that enhance connectivity to surrounding districts."

The planning team was led by Arnett Muldrow & Associates in partnership with Mahan Rykiel Associates along with Community Design Solutions. A steering committee has guided the effort comprised of CRI, town officials, and a cross-section of stakeholders. Since March 2024, the process has advanced through an iterative cycle of site tours, roundtable discussions, and feedback sessions. Each step has refined the direction of the plan, positioning Culpeper to move from vision to implementation as the project reaches its conclusion in September 2025.

These early conversations not only shaped the direction of the Small Area Plan but also reinforced the community's commitment to balancing immediate, tactical improvements with long-term strategic investments.

The Culpeper Small Area Plan builds directly upon the Town's adopted strategies, taking the aspirations of past plans and moving them into a framework for implementation. The Strategic Vision Plan called for "a downtown planning framework that blends community input with phased implementation strategies." This Small Area Plan responds by translating that guidance into site-specific design concepts, phased improvements, and actionable recommendations.

The Parks & Greenways Master Plan envisioned Heritage Park as "a downtown gateway and civic destination." This document advances that vision by detailing pathways, shade structures, and the relocation of the Farmers' Market, ensuring that the park functions not only as open space but as a civic anchor. Similarly, the SS4A Plan urged "street reconfigurations that balance traffic movement with pedestrian safety." Those principles are now carried into the cross-sections, road diets, and intersection redesigns outlined here.

By aligning with the Historic District Handbook, this plan also ensures that façade improvements and adaptive reuse respect the integrity of Culpeper's historic architecture, while creative placemaking strategies bring energy to secondary corridors like Culpeper and East Streets. And by referencing the East Spencer Street Parking Plan, this work confirms that parking and circulation strategies are not being reinvented but coordinated with prior investments.



Variations on Culpeper Street (Fishtown) Proposed Conditions

Grants

Community Engagement

\$16,974 Path Foundation Grant

I'm SOW Healthy Kids Nutrition and Education and SNAP Matching Dollars Programs

The Culpeper Downtown Farmers Market 2025 season was funded through the generosity of the PATH Foundation. Funds provided by PATH were used for the monthly I'm SOW Healthy Cooking Demonstrations, the SNAP Matching Fund, Farm Fresh Dollars Program, family friendly entertainment during special Market events, as well as promotional and advertising needs.



Overall Impact

The famers market creates a central hub of activity on Saturdays in Culpeper Downtown. It is a proven successful incubator for local farmers and talented artisans.

I'm SOW Healthy FREE Kids Cooking Class

- Six I'm SOW Healthy Cooking Demos completed, highlighting youth nutrition.
- 467 participants throughout the season. This is a 19% increase from 2024.

SNAP Matching Funds

- CRI matched \$2,717 SNAP dollars.
- This equates to at least of \$5,434 SNAP tokens/dollars were spent with farmers market vendors during the season.

Farm Fresh Dollars Program

- 1,800 I'm SOW Healthy Farmers Market Activity Packs were distributed (pack contains \$5 Farm Fresh Dollars, monthly I'm SOW healthy recipe and seasonal activity sheet)
- A total of \$9,000 Farm Fresh Dollars were spent with farmers market vendors during the season.

Community Partners

Kid Central, Culpeper Baptist Church, Virginia Cooperative Extension-Culpeper, Rappahannock Rapidan Regional Commission

Projects & Programs

Place Making

• **Downtown light pole banners**

- Each year CRI partners with the Town of Culpeper Public Work to place seasonal banners in the downtown district.
 - CRI reopened the Hometown Heros Banner Program doubling the number of heroes to be displayed. In Spring 2026 146 heroes will be proudly displayed during Memorial and Veteran's Days.
 - The CRI Design Committee worked on designs for new downtown banners that will be displayed starting Spring/Summer 2026.

• **Holiday Decor** - in partnership with Town of Culpeper Public Works and Light & Power

- Purchased 4 new large wreaths with ornaments and bow for the pedestrian bridge towers
- Light pole wreaths and garland with lights
- Over street wreath and garland with lights
- Various locations of tree snowfall lights
- Knakal's alleyway arbor lights
 - New this year CRI partnered with local flower farms to decorate the Knakal's alley way arch
- Community tree
 - Lights and tree topper
- Holiday light pole banners
- Downtown storefront decorating contest

• **Light Pole Flower Baskets** - in partnership with Town of Culpeper Public Works

- Flower baskets go up in May through October

• **E.B. Wood Community Park**

- Spring clean-up and planting day
- Weed prevention
- Little Purple Library- seasonal book placement

• **Corny Crew**

- Placement of cornstalks and bows on downtown light poles making downtown festive for fall.

• **Downtown Clean-Up Day**

- Each year the design committee discusses locations within the downtown district that could use a spring clean-up.
- This past year, the clean-up was held on the 200 block of East Culpeper Street and the 200 block of South East Street
- Volunteers cleaned up 20 contractor bags of debris.



Place Making



- **Outdoor Recreation**

- **Concrete Chess and Checker Tables**

- Through a \$75,000 Department of Housing and Community Development (DHCD) Downtown Improvement Grant (DIG) CRI placed two sets of concrete chess and checker tables with chairs in the E.B. Wood Community Park.
- Public outdoor recreation is essential for the health and well-being of communities. It provides opportunities for physical activity, mental health benefits, and social interaction.

- **Downtown Way Finding Project**

- **Parking Lot Kiosks**
 - Completed December 2025
 - CRI has placed 8 kiosks in downtown parking lot to assist in driving foot traffic throughout the entirety of the downtown district
 - The depicts a you are here point for each location with parking lot name and hours.
- Points of interests are highlighted including:
 - Shopping
 - Dining
 - Breweries
 - Experiential
 - Public Parking Locations with Hours
 - Visitors Center
 - Museum of Culpeper history
 - Lodging/B&B's
 - E.B. Wood Community Park
 - Burgandine House
 - Public Rest Room
 - Amtrak Station
 - Locations of downtown murals with Mural Titles
- A QR code directs patrons to three options:
 - Visit Culpeper calendar of events web page
 - Parking Authority webpage with parking information including how to purchase an all-day parking pass
 - CRI's Culpeper downtown Shopping & dining guide



Place Making

• Art in Public Spaces Program

This program offers more than just bursts of color in the downtown district. It breathes life into blank walls, tell stories of our community pride, and gives Culpeper a heartbeat. Across the U.S. and around the world public art has become a tool for revitalizing neighborhoods, attracting visitors, and bringing people together. Areas with public murals see increased foot traffic, leading to higher local commerce and economic growth.



Power Box Mural

The mural "Blue Ridge Mountains" by Katrina Tines located on the power box on the 100 block of West Davis Street was damaged on the interior due to an electrical fire. A new box had to be placed in this location. However, we were able to salvage the box and place it in the E.B. Wood Community Park for the community to continue to enjoy.

"My mural box is representative of my favorite Culpeper view – the sun setting over the blue ridge mountains." Staes Kat Tines.

The CCRI Design Committee announced that they are accepting proposals for the new power box with a mural to go up Spring 2026.

Wall Mural

"The Surveyor" by Tom and Kerri Mullany

The first mural of the CRI Public Art Program was completed on Friday, August 25, 2017. Located at on the wall at West Cameron and Main streets, "The Surveyor" features George Washington, the surveyor, in a larger-than-life form. The mural received a spruce up with a fresh coat of paint in June 2025. Murals that are worn and weathered shows signs of neglect. Refreshing these murals is crucial as is send a signal of care and investment to visitors and potential businesses and investors. CRI is committed to not only start programs such as the Art in Public Spaces but with the follow through of upkeep.



Projects & Programs

Downtown Business Retention Grant Programs:

Façade, Interior, Sign & Awning Improvement Grant Program

This grant program is designed to assist business and property owners with the maintenance and rehabilitation needs of buildings within the CRI footprint.

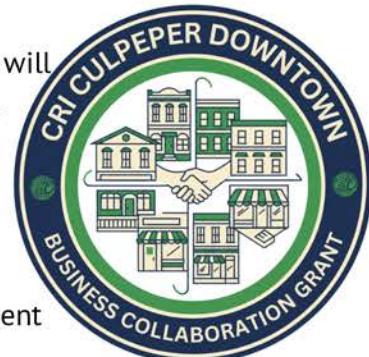
- CRI expanded the FY 2025-2026 grant budget from \$10,000 to \$15,000
- Grants may be awarded for up to 50% of the total cost to interested and qualified building and business owners.
 - Façade and permanent interior restorations, repairs or rehabilitations with a maximum grant award of \$1,500
 - Awning improvements with a maximum grant award of \$1,000
 - Signage improvements with a maximum grant award of \$500
- As of December 2025, CRI has distributed \$6,534 grants to 7 different businesses



New Culpeper Downtown Business Collaboration Grant Program

This grant program is designed to foster collaboration among local businesses in the downtown district by providing financial support for promotional activities. This program encourages businesses to work together to create family-friendly events and activities that will increase foot traffic, drive sales, and enhance community awareness of the downtown area.

- CRI raised funding for the program through the new Haunted Hustle 5K & Kids Spooky Sprint Event held in November 2025
- Annual budget \$5,000
- Program Opened January 1, 2026
- Eligible businesses can receive a grant with a maximum grant amount of \$1,500 per event or activity.
- Open to three or more business owners located within the CRI downtown district footprint.
- Businesses must collaborate on a specific event or activity that promotes the downtown area.
- The grant will specifically cover costs associated with promotional advertising for the event or activity.



Downtown Business Retention Promotional Efforts:

Culpeper Downtown Shopping & Dining Guide

- The guide is updated each month with business changes
- New design for each season
- New rotating mural section added that includes mural image and brief description.
- How to purchase a Culpeper Downtown Gift Card section.
- Map reformatting to include points of interest, mural locations and parking information.
- 24,000 copies printed and distributed at key locations.
- Local Guides:
 - Help visitors discover unique products and services, contributing to the local economy
 - Foster a sense of community and connection among visitors
 - Offer insights to the local culture and history, enriching the visitor's experience
- This guide plays a crucial role in making tourism more authentic and sustainable, benefiting both visitors and the local economy

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Projects & Programs

Downtown Business Retention Promotional Efforts

Culpeper Downtown Website

- Free business listing with business link
- Free business event and activity calendar listing
- Free business job opportunity listing
- Free digital Culpeper Downtown Shopping & Dining Guide



Culpeper Downtown Business Ribbon Cutting Events

CRI ribbon cutting events celebrates new business and existing business expansions within the downtown district.

Businesses introduce themselves to our community, celebrate their milestones and publicizing their achievements.

The event generates buzz, attracts influential attendees and drives business growth.

CRI provides the following for businesses:

- Creation of e-invitation flyer
- Ceremonial Ribbon

CRI distributed the e-invitation through:

- Social media event page and highlighted postings
- Email promotion to press, town council, local partners, downtown businesses and the public
- inclusion on the downtown general calendar of events
- inclusion in the monthly CRI Culpeper Downtown Monthly Newsletter



Culpeper Downtown Monthly newsletter

- Distributed to over 1,500 subscribers
- Highlights: CRI events, monthly calendar of downtown business happenings, see & be seen section showcasing events and activities in the downtown district, downtown programs and projects
- Monthly newsletters are highlighted on CRI's social media outlets



Downtown Business Retention Programs

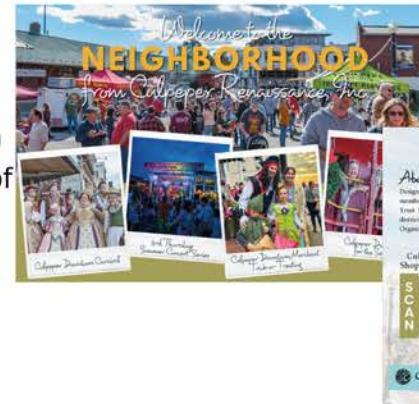
Teacher Appreciation Welcome Back to School Program

- Over 2000 discount cards were printed & distributed to all Culpeper County Public School employees, private schools, day care facilities and some Orange County schools.
- 30 downtown businesses participated offering in-store specials and discounts
- Employees were encouraged to shop for their chance to win a \$300 Culpeper Downtown Gift Card.



Welcome to the Neighborhood Downtown Promo Program

- Over 600 welcome to the neighborhood promotional postcards were printed & distributed to local realtors in an effort to promote the downtown district to new residents of Culpeper.
- Post cards highlight downtown events, the Culpeper downtown gift card and provides a QR code link to the digital Culpeper downtown shopping & dining guide.
- The CRI Economic Vitality Committee plans to grow the program with a direct mailing to newly built neighborhoods in Culpeper in 2026



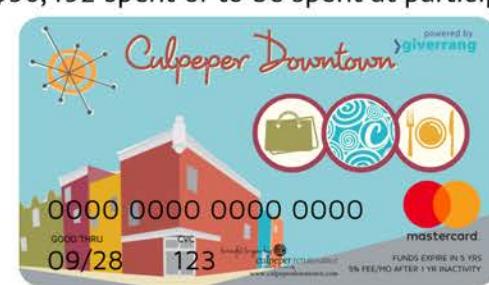
Zip Code Survey

- This survey enables CRI and downtown businesses to plan an effective marketing strategy for promotional efforts of the downtown district.
- A zip code survey was held October 7 - November 7, 2025.
- CRI and the Town Department of Tourism partnered to offer and enticing incentive for downtown patrons to participate in the survey by offering a two-night stay for two at one of many downtown accommodations and a \$300 Culpeper Downtown Gift Card.
- We received 491 zip code survey responses.
- The division of downtown patrons is a very healthy mix with approximately 1/3 being local, 1/3 regional and 1/3 from outside of the state.

Culpeper Downtown Gift Card Program

This program is accepted at 38 downtown shops, restaurants, salons, and more. Available in any amount \$20 - \$500, and bulk buying options, this gift card makes a great gift for the holidays, birthdays, employee/client appreciation, a thank-you, or "just because."

- The gift cards are in a closed loop system to only be spent in the CRI Footprint
- CRI on-boarded all businesses that elected to participate.
- The gift cards are processed as a credit card payment on a merchant's credit card machine making for an easy shopping experience.
- A total of 612 cards has been purchased bringing a total amount of \$30,452 spent or to be spent at participating businesses since the program's inception.



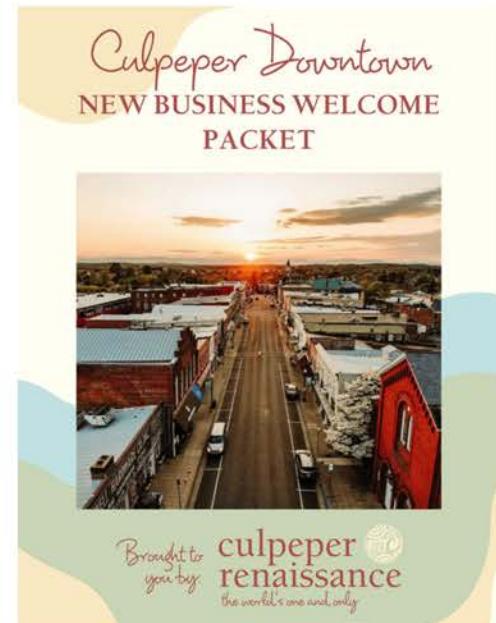
Downtown Business Retention Programs

Culpeper Downtown Business Welcome Packet

The CRI new downtown business welcome packet is more than just a bundle of papers or digital files—it's a first impression, a relationship-builder, and a roadmap for success. For new businesses, receiving one can set the tone for a smooth and confident start.

Here's why it matters:

- Creates a strong first impression
 - It shows CRI's professionalism, preparedness, our genuine interest in the success of downtown businesses, and that we value our partnership from day one.
- Provides Clarity and Direction
 - It outlines essential information such as services CRI provides, available grants, events throughout the year, contacts, meals and tax information, and deadlines.
- Builds Trust and Confidence
 - By proactively answering common questions and offering resources, businesses feel supported and secure.
- Encourages Engagement
 - When new businesses feel welcomed and informed, they are more likely to engage actively and maintain a long-term relationship with CRI.



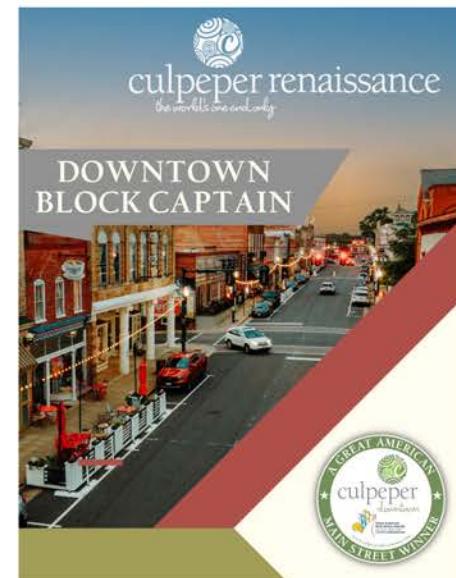
Downtown Coffee Connection

This program allows a relaxed atmosphere where businesses can collaborate with CRI and one another.

- This social hour opens an opportunity for businesses to collaborate, build their professional relationships with one another and with CRI, and share knowledge.
- Businesses are able to stay informed of events and activities within the downtown district.
- These coffee connections are held every other month at rotating businesses offering a time where businesses can showcase their products and services they offer.

Downtown Block Captain Program

- Block captains attend monthly meetings and assist with distributing information & work directly with their block businesses.
- Block Captains play a vital role in maintaining the health and success of our downtown district. They act as organizers, communicators, and advocates for the businesses located on their block.
- Their efforts contribute to a more cohesive and resilient business community, attracting more visitors and strengthening downtown's reputation to patrons and potential investors.
- Block Captains make a positive impact and contribute meaningfully to our downtown community.



Events

The CRI Special Events highlight the downtown district by showcasing a vibrant and appealing retail enterprise on Main Street sending a signal to commercial interests with an eye on Culpeper, that the downtown historic district is a good place to do business.



The events create a gathering place and central hub of activites in the community pulling a greater collaboration of community involvement though volunteers and local organizations, resulting in joint ventures that will bring greater awareness, foot traffic and revenue to Culpeper.

**Estimated Attendance
of 2024-2025 Downtown Events
52,400**

Culpeper Downtown Carnival - March 1, 2025

- 42 downtown businesses participated
- Two magic shows held at Windmore State Theatre
- Approx. 15 Virginia Renaissance Fair strolling street performers
- Juggler and stilt walker street performers
- Sandy's Face Painting held at Village Frameworks & Art Gallery
- Horse Carriage Rides
- Caricature artist
- Live music by Blues Trio Southside Homewreckers
- Brennan's Ballons
- Various local Artist's creating live art
- Distributed 1,400 beads and masks
- Adult and kids coloring contest - over 80 entrees
- Held a raffle give away with a chance to win one of two Culpeper Downtown gift baskets each worth over \$750 - over 800 entries
- Visitors Center reported over 1,000 visitors

Downtown Carnival Business Survey Results

53% reported
increase in
foot traffic
over last year

38% reported
increased
sales over
last year



Events

FREE Economic Driven Annual Events

Downtown Restaurant Weeks

- Fall 2025 (September 29 - October 65th)
 - 15 downtown restaurants/eateries participated
- Spring 2025 (March 17 - March 23)
 - 17 downtown restaurants/eateries participated



Culpeper Downtown Restaurant Week

Survey Results

50% reported increased sales over last year



Culpeper Downtown Farmers Market

Culpeper Downtown Farmers Market, managed by CRI, continues to enhance community life in downtown by bringing residents together to shop, learn and explore a family friendly market featuring the best local farmers and vendors.

- Held every Saturday May – October (Winter Market December 6,13,20)
- Vendors
 - 27 Full Time Vendors & 21 Part Time Vendors (48 total)
- Community Partners
 - Kid Central
 - Culpeper Baptist Church
 - Virginia Cooperative Extension-Culpeper
 - Rappahannock Rapidan Regional Commission
- Calendar of Events
 - Live music provided during each market day
 - Market Grand Opening Day – May 3
 - I'm Sow Healthy Kids Cooking Class – May 10 – Southwest Lettuce Wraps
 - I'm Sow Healthy Kids Cooking Class – June 14 – Cucumber Finger Sandwiches
 - Customer Appreciation Day – June 21
 - American Grown Flowers Week – June 28
 - I'm Sow Healthy Kids Cooking Class – July 12 – Pepper Rainbows & Cauliflower Clouds
 - National Farmers Market Week – August 9
 - I'm Sow Healthy Kids Cooking Class – August 9 – Stuffed Tomato Poppers
 - I'm Sow Healthy Kids Cooking Class – September 13 – Popcorn-on-the-Cob
 - Customer Appreciation Day – September 20
 - I'm Sow Healthy Kids Cooking Class – October 11 – Peanut Butter Carrot Wraps
 - Trick-or-Treat at the Market – October 25
 - Photo Op with Mr. and Mrs. Claus – Dec 20

Events

FREE Economic Driven Annual Events

- 1,800 I'm SOW Healthy Kids Farmers Market Activity Packs (pack contained \$5 Farm Fresh Dollars, monthly I'm SOW healthy recipe and seasonal activity sheet) distributed
 - \$9,000 Farm Fresh Dollars spent at the market
 - 467 children participated in the recipe activity
- CRI matched up to \$25 per market visit for SNAP beneficiaries. A total of \$2,717 SNAP dollars were matched this market season. This means at least \$5,434 SNAP tokens/dollars were spent during the market.



Culpeper Downtown Merchant Halloween Trick-or-Treat - October 31

Culpeper Renaissance Inc. and Culpeper Downtown Businesses welcomed all the little ghouls and goblins for a fun and safe trick or treating experience in Historic Culpeper Downtown.

Participating Downtown Businesses, CRI, Culpeper Police Department, Town of Culpeper, Culpeper County Sheriff's Department and additional community partners provided Halloween treats and other goodies.



New - Culpeper Downtown Fall Family Movie Night - October 25

We had a spooktacular time watching the beloved classic Hocus Pocus!

Event Highlights:

- Free Popcorn & Candy: Huge thanks to Regal Cinemas Culpeper for the tasty treats!
- Exciting Giveaways
- Specialty Drinks from Travelin' Tom's Coffee of Warrenton: Delicious themed drinks made the movie experience even sweeter!
- Themed In-Store Specials: Our downtown businesses showcased exclusive specials, adding to the festive vibe!

Plus, Regal Cinemas Culpeper handed out movie posters, candy, and info on upcoming events!

Thank you to everyone who joined us for this unforgettable evening! Can't wait for next year!



Events

FREE Economic Driven Annual Events

Culpeper Downtown for the Season

Pink Friday - November 21

The best shop small event for retailers was back and better than ever ... PINK FRIDAY!

One HUGE day to #ShopSmallFirst—before Black Friday & before the big guys... Pink Friday is a small business spin on the traditional Black Friday shopping experience, reminding people to #ShopSmallFirst. Many downtown businesses participated with in-store specials.

Holiday Open House and Community Tree Lighting - November 23

The official kick off to Culpeper Downtown for the season, patrons joined Culpeper Renaissance, Inc., for the Holiday Open House and Community Tree Lighting. Visitors strolled through the streets to sounds of spirited holiday music by Eastern View High School Band at the Grass Roots porch, while exploring over 30 downtown specials and promotions; from a museum to mimosas it was a delightful day. Harmon's Wagon Rides were made available at the Depot, Danny's Bounce House, plus Brennan's Balloons and Sandy's Face Painting were all complimentary and all within the Depot District of Culpeper Downtown. Santa and Mrs. Claus made their appearance and spent time at the Caboose taking photos. The Community Tree Lighting Ceremony began at 5pm. Attendees were enticed to arrive early to the famous LOVE sign in Culpeper Downtown, for a picturesque holiday tree sure to rival Rockefellers. Children created holiday crafts, sipped on warm beverages and sampled cookies with booths from Culpeper Girl Scouts, Jewell Tone Music, Windmore Foundation for the Arts, MFA Dance Studio, and event sponsors Kid Central, the Smyth Team, and UVA Community Credit Union. As the tree lighting ceremony began, choral, theater and dance performances from MFA Dance Studio, Windmore Foundation for the Arts: Stageworks of Culpeper, Art of Dance and Blue Ridge Choral brought the magic of the holidays to life, all culminating in a warm winter greeting from Mayor Reaves and the lighting of the tree.



Events

FREE Economic Driven Annual Events

Culpeper Downtown Black Friday - November 28

Shopping at local, independent businesses, like the retailers in Culpeper Downtown, helps build up our community by keeping funds circulating in Culpeper's economy. The variety of shops in our downtown district ensures that you'll find something for everyone on your list. Many downtown businesses offered in-store specials during the event.

Culpeper Downtown Small Business Saturday - November 29

Shopping small is BIG! Downtown patrons joined CRI and showed their love for our small businesses in Culpeper Downtown.

Many downtown businesses provided in-store specials for the day in celebration of SMALL BUSINESS SATURDAY, the Day We All Shop Small.

Culpeper Downtown Cyber Monday - December 1

CRI invited those who preferred not to fight crowds or wait in long lines the day after Thanksgiving, to join downtown businesses for Cyber Monday, the day to get the hottest deals from the comfort of their home by shopping local with Culpeper downtown online.

Holiday Sunday Funday for KIDS! - December 7

This exciting event held a day filled with family-friendly activities, shopping, and holiday cheer right in the heart of downtown Culpeper. Families had the opportunity to enjoy a range of activities, including:

1. Exclusive Menus: Our participating downtown restaurants put together delicious menus and specials for the whole family to enjoy.
2. Children's Activities and Shopping Experiences: Downtown retailers offered great shopping corners, specials, and treats.
3. SANTA was located at Lily Rose & Company (203 N. Main St.): Kids had the chance to meet the big man himself and share their holiday wishes. Parents were encouraged to bring their cameras to capture those precious moments.



Events

Ticketed Fundraising Annual Events

Gnarly Culpeper Block Party & Brew Fest - April 26

Culpeper Renaissance, Inc.'s biggest annual fundraiser and favorite downtown spring event, the Gnarly Culpeper Block Party & Brew Fest celebrated its 11th Anniversary.

The Gnarly Culpeper Block Party & Brew Fest delivered an explosion of all things hops and barley, shining a prominent light on Virginia breweries and cideries.

- Approximately 1,400 attendees
- 42 brew and cider options
- 85 surveys completed from attendees with 99% reporting they plan to attend next year



Third Thursday Summer Concert Series (May, June, July August)

The 3rd Thursday Summer Concert Series serves as an annual fundraiser for our nonprofit Main Street program, with funds reinvested into the community through Downtown events, décor, murals, small business grants and so much more. In its 21st year, the 3rd Thursday Summer Concert Series feature not only live music, but also the Kid Central kid's corner, cold adult refreshments, tasty food trucks and must-see sponsors. The series kicked off in May, in the Depot District of Culpeper Downtown.

Attendees brought lawn chairs, mingled with friends and neighbors and enjoyed delicious food options from various local food trucks, plus, adult beverages for purchase.

Parents were welcomed to get the kids out of the house and let them burn off some energy while enjoying the Kid Central kid's corner. With complimentary face painting by Sandy's Face Painting, bouncing balls, hula hoops and more, these concerts are fun for all ages. Even better yet, under 21, get in free.



Events

Ticketed Fundraising Annual Events

Hop N' Hog Culpeper Block Party & BBQ Competition - October 18

The Hop N Hog Culpeper Block Party & BBQ Competition countdown was the most anticipated fall fundraising festival of the year. Taking place in October, attendees spent a fun-filled autumn day in Culpeper's Downtown historic district, with the best live music, a kid's corner, gourmet food and craft artisans; plus, the main event, beer, bourbon, wine and cider tastings, along with loads of BBQ, and a competition to boot.

- Over 1,100 attendees



New - Haunted Hustle 5k & Kids Spooky Sprint - November 1

This Halloween-themed race invites participants to don their most creative costumes as they run for a great cause! The 5K race will kick off at 8:00 AM, followed by the Spooky Sprint at 8:45 AM. Participants can look forward to Kids Halloween costume contest, an exciting after party featuring food trucks, and complimentary water and bananas. Register early to secure your event race shirt! The proceeds from this event will support the new Culpeper Downtown Collaboration Grant Program, a program aimed at assisting downtown businesses with collaborative events, promotions, and innovative business initiatives.

- 78 registrations
- Raised over \$5,000





It Takes a Village

Culpeper Renaissance, Inc. Volunteer Appreciation Celebration

Volunteers are the cornerstone of our organization. It is only through the work of our volunteers that Culpeper Renaissance, Inc. (CRI) is able to fulfill our mission of enhancing, celebrating, and enriching Culpeper's Downtown and our community.

CRI celebrates and thanks our volunteers for their support during our annual Volunteer Appreciation Event. Their time, talents, and dedication make a tremendous difference in our community, and they are greatly appreciated.

Each year, CRI honors outstanding contributions through its Volunteer of the Year, Champion of the Year, and Partner of the Year awards. The Volunteer of the Year recognizes an individual who has demonstrated exceptional commitment and service, showcasing the spirit of volunteerism that drives CRI's mission. The Champion of the Year celebrates a dedicated advocate who has significantly advanced CRI's goals, inspiring others through their leadership and support. Meanwhile, the Partner of the Year acknowledges an organization or business that has forged a meaningful collaboration with CRI, enhancing its impact within the community. Together, these awards highlight the vital roles that individuals and organizations play in furthering CRI's vision and mission.



Edward Hanlin of The Frenchman's Corner, Received the CRI 2025 Champion of the Year! Edward's unwavering dedication to our community shines through his active participation in every downtown merchant-centered event. His enthusiastic promotion of downtown activities across social media platforms has significantly boosted our outreach. Always ready to lend a hand and support CRI, Edward exemplifies the spirit of volunteerism that inspires us all!





Mary Anne McGovern received the 2025 Volunteer of the Year Award. Her enthusiasm and energy have made a significant impact at nearly every event, where she brings joy and inspiration to both volunteers and attendees alike. Mary Ann goes above and beyond by generously donating items for the Kids Corner throughout the year, ensuring that every event is a memorable experience for our young participants. She spends countless hours behind the scenes prepping giveaways and more. CRI and fellow volunteers celebrated her incredible dedication and passion for our community!

CRI announced the Town of Culpeper Police Department as the CRI 2025 Partner of the Year! Their steadfast commitment to ensuring safety at all CRI events, often being the last to leave to guarantee the well-being of our staff, volunteers, and attendees, sets a remarkable standard. They play a crucial role in our Culpeper Downtown Halloween Trick-or-Treat event, promoting Halloween safety awareness in our community. Additionally, their dedicated staff members serve on the CRI Board of Directors and actively participate in event committees, consistently going above and beyond for the benefit of our community. The Culpeper Police Department is an invaluable partner to CRI.



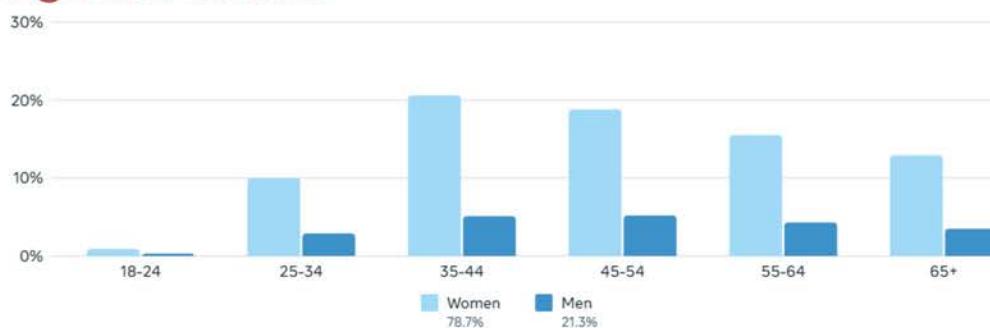
CRI would like to extend our deepest gratitude to all of our volunteers, community partners and sponsors for their unwavering commitment and the countless hours they devote to our cause. Their passion and dedication have a profound impact on our community, and tonight was all about honoring your hard work and generosity. Thank you for joining us to celebrate not just your contributions, but the spirit of service that binds us all together. Thank you may never be enough, but please know your commitment truly makes a difference!

Audience Analysis

Facebook: Culpeper Renaissance, Inc.



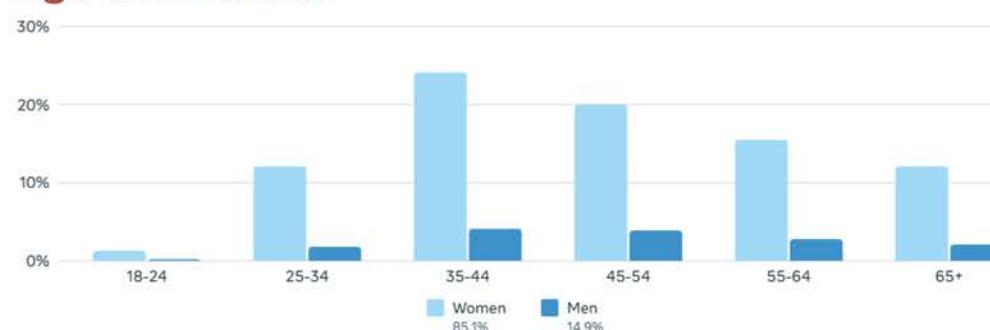
Age and Gender



Facebook: Farmers Market



Age and Gender



Website: Culpeperdowntown.com

86,767

Total Page Views



Downtown Impacts

CRI serves the downtown district in its entirety. The economic well-being of a downtown is a direct reflection of the community as a whole.

Since CRI's Designation (as of 2024)

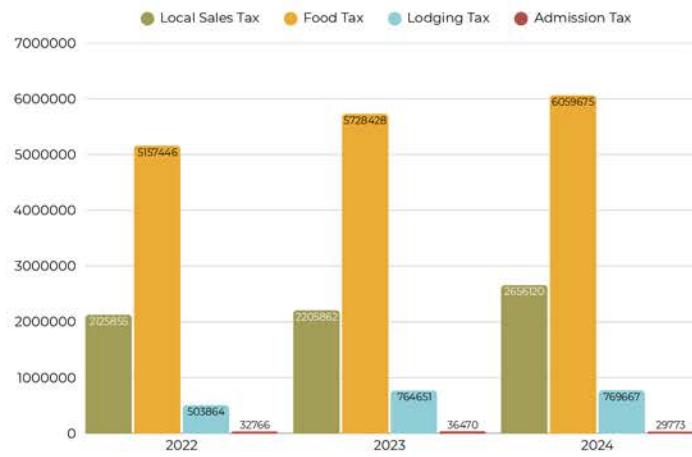
Economic Impacts

\$ 83,814,797

Total Private Investment

\$ 8,572,578

Total Public Investment



Business Operation Impacts

466

Total Businesses Created
Retained and Expanded

1,242

Total jobs Created and Retained

Volunteer Hours

64,696.9

Total Volunteer Hours Contributed

\$ 2,166,699

Estimated Market Value of Time

Testimonials

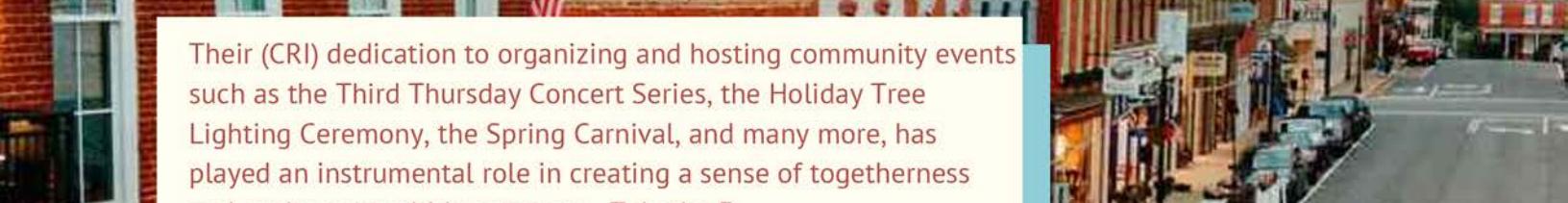


Without the efforts of its (CRI) staff and volunteers, it would definitely be more difficult for individual business owners to collectively draw visitors to the downtown area. -Edward H.

CRI has helped downtown businesses through their various activities. I believe this directly contributed to our best 1st Quarter Sales in our 7 years of being in business. -Deb F.



The organization plays a significant role in our business community and has proven to be a valuable partner in helping downtown business owners navigate numerous opportunities, including grants, advertising and business promotion through social media channels. - Kim K.



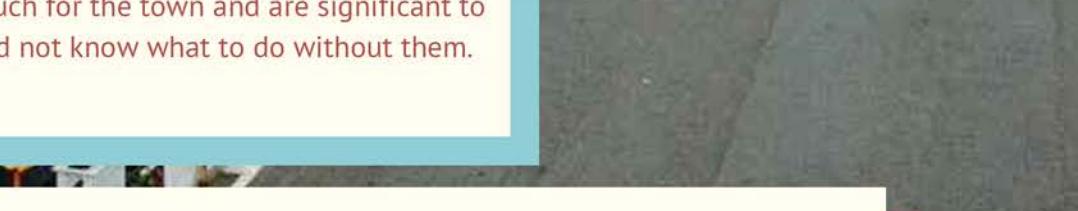
Their (CRI) dedication to organizing and hosting community events such as the Third Thursday Concert Series, the Holiday Tree Lighting Ceremony, the Spring Carnival, and many more, has played an instrumental role in creating a sense of togetherness and excitement within our town. -Tabatha F.



Every day, my customers comment on the fact that they are visiting our town because we have such a vibrant, active downtown community, which is a direct result of the work of CRI. -Kelsey S.



They (CRI) really does so much for the town and are significant to Culpeper. I personally would not know what to do without them. -Nathania V.



The CRI volunteers and staff are fostering, protecting and growing the community in ways that directly benefit town coffers through tourism, economic development, property taxes and more. -Jeffery M.

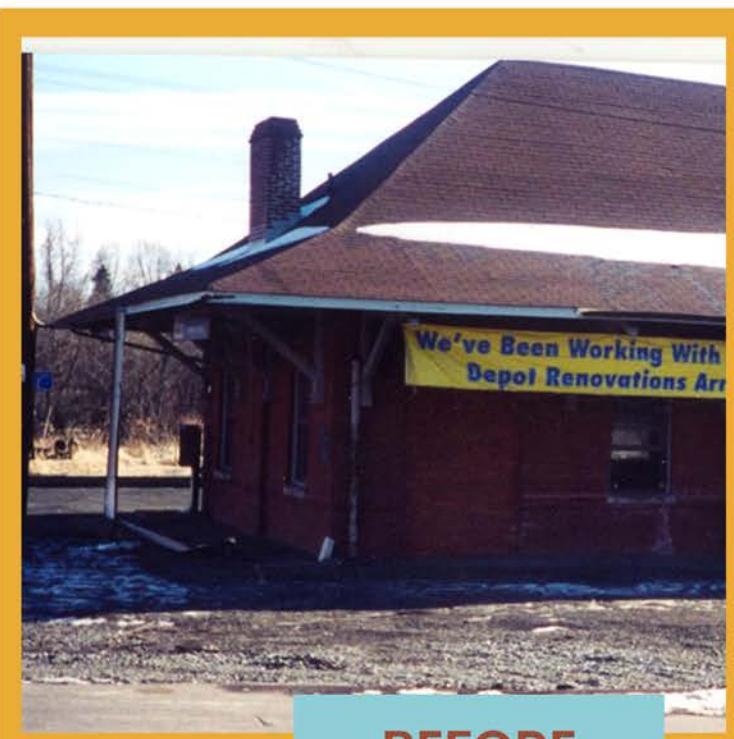
Downtown Transitions



BEFORE



AFTER



BEFORE

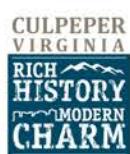


AFTER

2025 Community Partners



Orange Chiropractic & Family Health



PATH FOUNDATION

