

Culpeper Downtown

NEW BUSINESS WELCOME PACKET



Brought to
you by:

culpeper 
renaissance
the world's one and only

Welcome!

MEET THE TEAM



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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**
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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, Interior 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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TOWN OF CULPEPER

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Town Clerk
Ashley R. Clatterbuck
Deputy Clerk
Katherine Maines

Town of Culpeper Meals Tax Frequently Asked Questions

WHAT IS MEALS TAX?

Meals Tax is 6% of the total cost of food and beverages sold. The tax is levied and imposed on the purchaser of every meal served, sold or delivered in the Town by a food establishment or caterer, whether consumed on the premises or not.

HOW IS MEALS TAX COLLECTED?

The Tax is collected by the business and held in trust until remitted to the Town.

WHEN IS MEALS TAX DUE?

Returns and payments are due to the Town Clerk's Office on or before the 20th day of each month, covering the amount of tax collected during the preceding month.

ARE THE TOWN'S MEALS TAX AND THE STATE SALES TAX THE SAME THING?

Town of Culpeper Meals Tax is in addition to the VA State Sales Tax of 5.3%.

HOW MUCH TOTAL TAX SHOULD I BE CHARGING MY CUSTOMERS?

11.3%

HOW LONG SHOULD I RETAIN MY RECORDS SHOWING THE TOTAL DAILY PURCHASES, THE DATE, THE TAXES COLLECTED AND THE AMOUNT OF TAX REQUIRED TO BE COLLECTED?

Five (5) years

WHERE CAN I FIND ALL OF THIS INFORMATION?

Town Code Chapter 23, Article III - <https://library.municode.com/va/culpeper>

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 CRI via Facebook Messenger or emailed 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:



Culpeper Downtown 2016



January-April



Culpeper Downtown Carnival
February 21



Spring Restaurant Week
March 9 - March 15

Gnarly Culpeper Block Party & Brew Fest

April 25



May-August



3rd Thursday Summer Concert Series

May 21

June 18

July 16

August 20

September-October



Fall Family Movie Night
September 18

Fall Restaurant Week
Sept 28 - Oct 4



Haunted Hustle & Spooky Sprint
October 3

Hop N' Hog Culpeper Block Party
October 17



October 31

Culpeper Downtown Merchant Halloween Trick-or-Treating

November-December

Pink Friday
November 20

Holiday Open House & Community Tree Lighting
November 22

Black Friday
November 27

Small Business Saturday
November 28



Cyber Monday
November 30

Sunday Funday for Kids! & Culpeper Christmas Parade
December 6

Culpeper Downtown Farmers Market
Every Saturday May-October



Opening Day
May 2

National Farmers Market Week
August 8

Season Special Events:

Customer Appreciation Day
June 20

Customer Appreciation Day
September 19

American Grown Flowers Week
June 27

Trick-or-Treat
October 31

Culpeper Downtown Winter Farmers Market
December 5, 12, 19





Welcome to DOWNTOWN!

WWW.CULPEPERDOWNTOWN.COM



LEGEND

-  Culpeper Renaissance Inc. Foot Print
-  Right Of Way
-  Property Lines