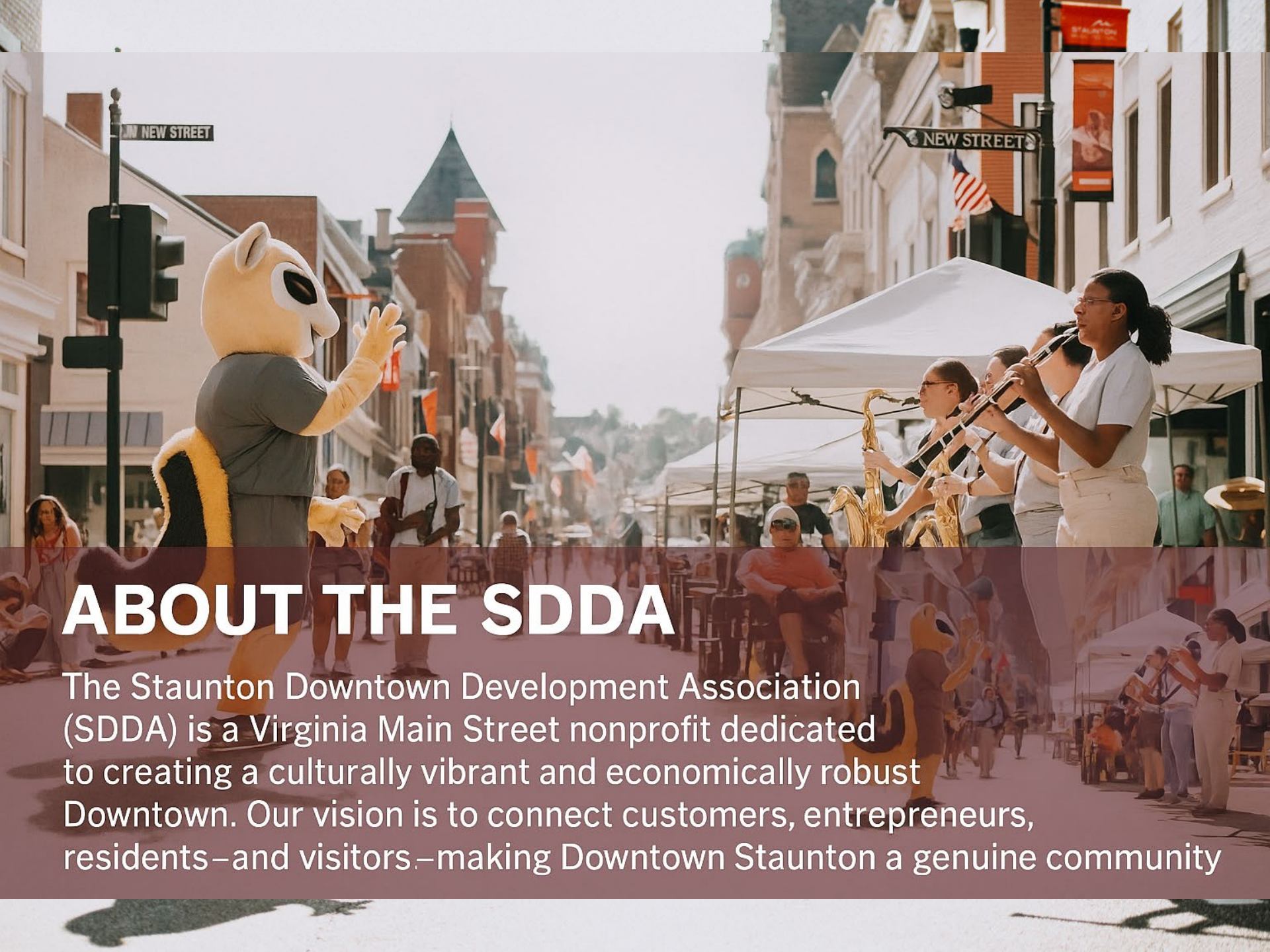


A vibrant street scene in Staunton, Virginia, featuring a large squirrel mascot, a brass band, and pedestrians on New Street.

ABOUT THE SDDA

The Staunton Downtown Development Association (SDDA) is a Virginia Main Street nonprofit dedicated to creating a culturally vibrant and economically robust Downtown. Our vision is to connect customers, entrepreneurs, residents—and visitors—making Downtown Staunton a genuine community

WHAT MAKES DOWNTOWN STAUNTON SPECIAL?

- **History** – A deep sense of place connecting visitors to Staunton's past.
- **Walkability** – A downtown designed for exploration and connection.
- **Community** – Business owners and residents who create meaningful experiences.
- **Culture** – Art, music, and performance integrated into everyday life



HOW LOCALS SOMETIMES PERCEIVE DOWNTOWN

- “Touristy” – Businesses cater mainly to visitors.
- “Unaffordable” – Prices perceived as higher than alternatives.
- “Inconvenient” – Parking and accessibility concerns.
- “Boring” – Limited late-night options or youth-focused activities.



SDDA'S PRIMARY OBLIGATIONS

- The Staunton Downtown Development Association works closely with the City of Staunton to strengthen and promote Downtown through these key responsibilities:
- **Downtown Vitality** – Reduce vacancies and recruit new businesses that enhance the mix of retail, dining, and services in the Downtown Service District (DSD).
- **Beautification** – Implement and manage seasonal plantings and visual improvements to create an inviting downtown environment.
- **Promotion & Events** – Plan and manage major downtown events—such as festivals and the Christmas Parade—to attract visitors and support local businesses.
- **Marketing & Outreach** – Produce or maintain a comprehensive shopping and dining guide (print or digital) and promote downtown through multiple media channels.
- **Partnerships** – Collaborate with City departments and the Department of Economic Development to align downtown improvements with citywide goals.
- **Reporting & Transparency** – Provide regular progress reports, financial documentation, communications summaries, and board updates to the City Manager.
- **Community Experience** – Maintain information kiosks, oversee the street performance program, and support a vibrant, accessible, and welcoming public space.



SDDA presents **SDDA MARKETING AND PROGRAMMING STRATEGY**

- Counteracting negatives through inclusive storytelling and collaboration.
- Highlighting the positive assets: History, Walkability, Community, and Culture.
- Partnering with the City to promote accessibility and enhance visitor experience.
- Encouraging local engagement through creative and inclusive programming.

DOWNTOWN STAUNTON
THE HUNT BEINGS JULY 26TH



more info at
stauntondowntown.org



MEASURES OF SUCCESS

- Downtown Receipts – Economic performance in partnership with the City.
- Occupancy – Tracking commercial and residential activity.
- Pedestrian Counts – Understanding foot traffic trends.
- Community Perception Surveys – Measuring attitudes and satisfaction.
- Engagement – Social media and event participation metrics.



OUR SHARED VISION FOR DOWNTOWN

- A place where multiple, diverse stakeholders collaborate for the future.
- A downtown that meets daily needs while inspiring pride and belonging.
- A central hub for Staunton's culture, economy, and community identity.



2025 SDDA BOARD OF DIRECTORS

Jessica Sawyers – Mill Street Body & Soul Day Spa (President)

Robert Brown – Essentially Zen (Vice President)

Heather Leonard – The Well Balanced Paw (Treasurer)

Justine Juart Lunsford – Augusta County Public Schools (Secretary)

Sarah Lynch – Baja Bean

Stacey McDonough – Law Firm Representative

Richard Saunders – Collins Market

Nikki West – Ciders From Mars

Jen Clarke – Yelping Dog Wine and CFO Trading

Sandi Cararo – The Book Dragon Shop

Leslie Beauregard – Staunton City Manager (Ex-Officio)



THANK YOU

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