

Citizen University

SDDA Outline

Who we are Overview (Attachment A)

Mission

District

Funding

City Contract | Departments and Management

Virginia Main Street (Attachment B)

Description

Committees

Training/Grants

Governance: Board | Executive Committee

Committees

Organization

Board Elections | Annual Report | Annual Celebration and Awards

Website: Policies | ByLaws

Branding and Image: 20-Year Anniversary

Fundraising | Membership

Volunteers

Downtown Round Tables

Weekly eblast(s)

Design

Flower Baskets and Banners

Kiosks, lighting upgrade, holiday décor

Maintenance Tours

Refuse | snow removal

Parking

Transit advertising

Façade Design

Economic Development

Building Inventory | Business outreach Tracking

Business outreach: Ambassador Program

Programs and resources for new business: Partnerships | new business packet | Extended Hours

Business Education and Development: Bright Business Competitions | Confessions of an

Entrepreneur

Feasibility Study Grants: Build investor confidence

Website: Property sales and rentals

Surveys

Promotions

Events | Liability: Halloween, Christmas Parade, Sparkles and Sweets, Small Business Saturday

Community Event support: StauntoNites grants, Queen City Mischief and Magic

Customer Loyalty Programming: Gift Card, Discount Card

Shopping and Dining Guide

Thumbs Up! Award

Regional advertising: Traditional and Social Media | 100 mile radius

Media Partnerships and Sponsorships

Tourism: Product development and support



WHO WE ARE

The Staunton Downtown Development Association was established in 1996 as a local nonprofit and a Virginia Main Street organization charged with creating a culturally vibrant and economically robust Downtown, where the community, newcomers, and visitors want to work, live, and play. We focus on economic development, design, organization, and promotion.

We work with local business people, volunteers, residents, city government and Virginia Main Street to revitalize and protect Downtown's historic framework.

The Board includes representatives from downtown property owners, merchants and professionals, and liaisons from City Staff and City Council. SDDA is funded by a special service district tax of .15 for every \$100 in commercial property taxes, a \$50,000 appropriation from the City general funds, membership dues, fundraisers, sponsorships, and donations.

WHAT WE DO

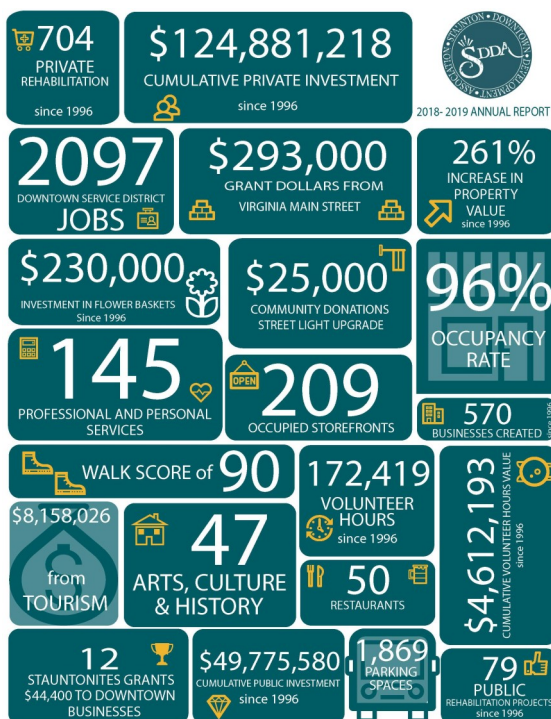
- focus on economic development, design, organization, and promotion within an historical framework
- coordinate public/private partnerships required to restore and maintain downtown
- populate StauntonDowntown.org with all aspects of Downtown redevelopment and promotional activities
- recruit and assist new businesses and support established businesses
- develop and maintain the streetscape; banners, summer flower baskets, street furniture, signage, lighting, etc.
- market Downtown activities and businesses through traditional and social media ad campaigns
- organize events and customer loyalty promotions; Downtown Gift Card, Downtown Discount Card
- encourage networking among businesses through communication and Downtown Round Table events
- support and reward our volunteers: SDDA Ambassador Corps
- publish weekly Downtown Lowdown and Downtown Biz e-news
- mentor other Main Street Communities
- liaison between the City of Staunton and Downtown stakeholders



WHY WE DO IT

As our City Council and City Manager have publically stated, Staunton's economic health is greatly impacted by the Downtown. A prosperous Downtown tells the world that the business/private sector works well with the City to bring about positive change. A vibrant Downtown indicates community pride and attracts visitors and investors. This public-private partnership has made Staunton one of the premier Downtowns in the country and has reclaimed its role as the cultural and economic heart of the community.

As a Virginia Main Street non-profit, the **Staunton Downtown Development Association** nurtures a culturally vibrant and economically robust Downtown.



WHAT WE'VE ACCOMPLISHED

- property values have risen 265.32% since 1996
- fostered over 540 businesses & generated over 2029 jobs
- the cumulative private investment is \$69,274,447
- with a cumulative public investment of \$45,891,547
- generated 159,519 volunteer hours worth \$4,300,619
- 248 occupied storefronts and a 98% occupancy rate
- 663 private rehabilitation projects completed since 1996
- SDDA celebrated our 20-Year Anniversary in 2016



RECOGNITION

2001 Dozen Distinctive Destinations

2002 Great American Main Street Award (the first Virginia city to win this award)

President's Citation from the Preservation Alliance of Virginia

2001 National Trust Dozen Distinctive Destinations

2002 President's Citation ~ Preservation Alliance of Virginia

2006 and 2007 Virginia Main Street \$45 million in Private Investment

2010 Virginia Main Street 25th Anniversary Award for \$50 Million in Private Investment

2011 Virginia Main Street Award for Outstanding Stewardship of Historic Preservation

2011 Tourism Business of the Year award from the Staunton/Augusta Chamber of Commerce

Best Shopping Area in the Shenandoah Valley – Virginia Living Magazine Readers Poll 2012~2019

2012 Virginia Main Street Milestone Achievement Award for fostering over 500 downtown building projects

2013 Virginia Main Street \$55 Million in Private Investment

Virginia Main Street Award Volunteer Hours: 2007 for 15,000; 2008 for 15,000; 2009 for 25,000; 2010 25th Anniversary for 40,000; 2011 for 50,000; 2012 for 65,000; 2013 for 80,000; 2014 for 100,000; 2015 for 110,000; 2016 for 125,000; 2017 for 135,000; 2018 for 150,000

GRANTS

Virginia Main Street (VAMS) \$25,000 Downtown Improvement Grant: 2010 for Street Banners;

2011 for Wharf Lighting; 2012 for Sunspots Pavilion; 2016 for Staunton Stories, Downtown Discount Card, Community Survey; 2017

StauntoNites; 2019 The Hub Square

VAMS \$2,500 Mini-Downtown Improvement

Grant: 2013 for BRIGHT Idea Innovation Grants

John Marlles Scholarship for Main Street

National Conference: 2008 Philadelphia, 2010 Oklahoma City, 2012 Baltimore, 2013 New Orleans, 2015 Atlanta, 2016 Milwaukee, 2018 Kansas City

\$100,000 Community Business Launch Grant: 2015 BRIGHT REWIRED Business Plan Competition

Community Foundation \$5,000 Community Grant: Bright Lights on Beverley

Community Foundation \$2,500 Community Grant: Bright Lights on Beverley, StauntoNites Grants

VAMS Feasibility Study Grant: \$16,000 2017 Innovation Hub; \$25,000 2019 The Arcadia Project





Cumulative Program Statistics Staunton 2018

Program Funding for Main Street

Five Year Leveraging ¹

Ratio of budget to all investment:	\$58.12
Ratio of budget to private investment:	\$54.95
Ratio of budget to public investment:	\$3.17

Value of Volunteers

Estimated market value of time ² :	\$4,612,195
Hours contributed since 1999:	172,419

Economic Impacts on Main Street

Created, Retained and Expanded

Businesses to date:	570
Jobs to date:	1,930
Five year cost per job:	\$1,932

Physical Improvements ¹

Private Investment

Cumulative investment to date:	\$124,881,218
Cumulative rehabilitation projects:	704
Average Investment:	\$177,388

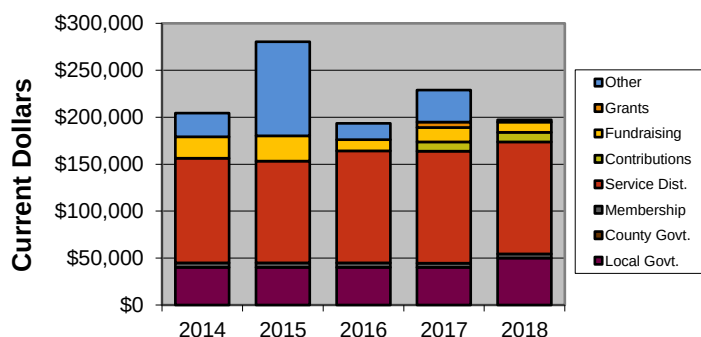
Public Investment

Cumulative investment to date:	\$49,775,580
Cumulative projects:	79
Average Investment:	\$630,071

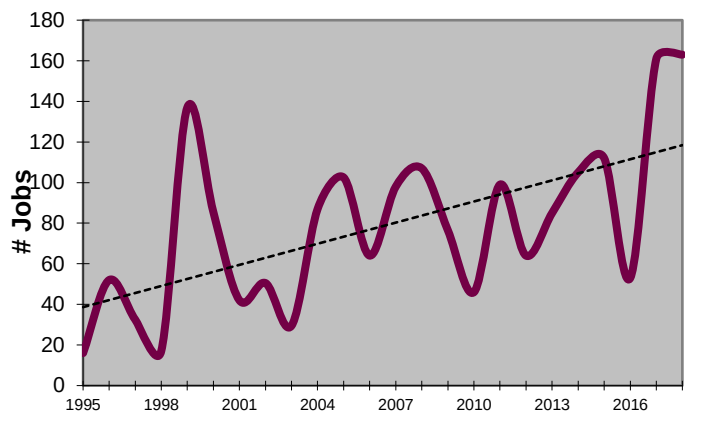
Staunton Downtown Development

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Budget Summary



Job Creation Trends



Notes and Sources

All figures are from the Virginia Main Street Database (VMSD) except where noted.

¹ All monetary figures have been adjusted for inflation using the Consumer Price Index.

² Independent Sector, Giving and Volunteering in the United States, 2017. Independent Sector's value of a volunteer hour is based on annual Bureau of Labor Statistics average hourly wages and increased by 12% to account for benefits.

Staunton Downtown Development Association's Customer Perception and Behavior Survey Summary Remarks

The following points represent overarching conclusions based on the survey data. They represent the opinions of the consultant based on experience in evaluating survey data in communities. The following points represent "highlights" of the data and can serve as an executive summary of key findings. Survey data may be accessed at www.StauntonDowntown.org.

The survey had a high participation rate. While the survey was not intended as a random sample, **871 respondents** represents a large response number when compared with similar surveys. In our experience, only one jurisdiction had a larger number of participants and Staunton had a 3.5% participation rate based on the population of the City. It is important to note, however, that the survey was not limited to City of Staunton residents.

To that end, **9.3% of the respondents indicated they lived in Downtown Staunton**, and additional **37.5% lived in the City, 24.7% lived in Augusta County**, and the balance were students, residents of Waynesboro, and from other locales.

78.4% of the respondents were women. Women drive 70-80% of all consumer purchasing decisions nationally.

The age and race of the respondents mirrors that of the broader population and serves as an indicator that the survey has representation from a broad base of the population.

Overall, the attitudes toward Downtown Staunton are very positive. **Out of 10 factors downtown ranked at or above 4 on a 5 point scale in customer service, variety of dining options, and quality dining options.** Downtown ranked above 3.5 in business variety, shopping options, exciting events and activities, and variety of family dining. Downtown ranked above 3 in preferred shopping location and variety of entertainment. Only one factor, nightlife, factored below 3 at 2.9.

Downtown atmosphere also ranked high with 13 out of 15 factors ranking above 3.0 and 6 ranking at 4.0 or above. Only "the reason I moved to Staunton" ranked below 3.0 at 2.8.

Downtown functionality had very high indicators as well. **The top indicators were safety at 4.4, walkable at 4.3, attractive buildings at 4.3, safe at 4.1, clean at 4.1, and attractively landscaped at 4.1.** Lower factors were bike friendly at 3.0, enough green space at 3.0, affordable living at 3.2, and convenient pet stations at 3.1

While many respondents indicated ranked parking above average (3.0), the open ended comments section of the survey had many comments about parking availability, timing, convenience, and related issues. **Overall parking issues scored in the 3.0-3.9 range** with adequate vehicle signs ranking highest, and conveniently located charging stations lowest.

56% of respondents shopped downtown at least once a month and 68% dined downtown at least once a month.

The favorite businesses in Downtown Staunton include **The Split Banana and Pufferbellies.**

The most popular locations outside of downtown Staunton to shop were major big box stores in Waynesboro.

The **Farmers Market** was the most popular event in downtown Staunton with the **American Shakespeare Center** as a close second.

Green space emerged as a major issue with many open ended comments about adding green space and **52% of respondents indicating that they would spend more time downtown with dedicated green space.** The comments offer up a broader definition of green space from small pocket parks, to broader sidewalks, to plazas and gathering spots that are not necessarily all "green."

24.8% of respondents received the "Downtown Lowdown" from the SDDA and 17.7% of the respondents had the Downtown Discount Card. (an additional **50.6% wanted the Downtown Discount Card** but didn't currently have it.)

Content from Friends' Facebook pages was the number one digital format that respondents received information about downtown Staunton at 44.8%, the **SDDA Facebook page ranked high at 35.8%.**

An evaluation of the open ended question about needs in downtown Staunton revealed that Green Space and parks ranked number one, Parking issues ranked two, and more restaurants/dining options ranked three.

The number one response on the open ended question "Please indicated anything you would like to add about Downtown Staunton not already covered" was "Love Downtown Staunton."

Summary compiled by Tripp Muldrow, from the consulting firm of Arnette Muldrow, Greenville, SC

Top 25 Ideas from the 2017 Customer Perception Survey

** The list below is distilled from survey answers and comments.



SDDA Design Committee:

- 1) Green or outside gathering spaces: parklets, seating, shade, trees
- 2) Close off Beverley Street and mall it, or close Beverley temporarily for events
- 3) Provide dog-friendly areas
- 4) Better Lighting on Beverley Street and connecting streets between Beverley and The Wharf
- 5) More or different pedestrian signs and maps in the kiosks that are marked with business locations and restrooms
- 6) More walk/don't walk signs at crosswalk: perception that crosswalks aren't safe and are hard to see at night.
- 7) Repair or install sidewalks connecting Downtown to surrounding neighborhoods
- 8) Customer-friendly parking lots
 - A. Free parking restored in the Augusta Lot and removal of reserved spaces.
 - B. Brighter lighting in parking garages
- 9) Lanes, sharrows and parking for bikes. Make Downtown cycle-friendly.

SDDA Economic Development Committee:

- 10) Later evening hours at stores (til 9PM) for shopping
- 11) Vibrant Nightlife: Dancing, Music that goes until after midnight, more choices.
- 12) Affordable housing for students and workers
- 13) Affordable or moderately-priced, clothing and quick foods (hamburgers, sandwiches)
- 14) Amenities and businesses that support residential: Full service grocery, pharmacy
- 15) Tenant for the Mockingbird or establish another music venue like the Mockingbird
- 16) Re-open the Dixie as a movie house or as the performance venue that SPAC envisioned

SDDA Promotions Committee:

- 17) Monthly event, like Shakin' or Fourth Fridays
- 18) Pet-friendly stickers on stores and more pet bag stations.
- 19) MBU outreach: easier access to information, events, activities and Discount Card sign-up
- 20) Special offerings and activities, gathering spaces for the under 21 age category: nightlife w/o alcohol
- 21) Advertise low-cost options for entertainment, products, meals, etc.
- 22) Free radio spots for Downtown businesses and low-cost marketing

SDDA Organization Committee:

- 23) Redesign the Downtown Lowdown
- 24) Stronger MBU and Stuart Hall connection
- 25) More volunteer opportunities

**Survey "Highlights" from the summary and the "Top 25" ideas, listed above will be used as a basis for SDDA strategic planning including the SDDA Board Retreat and 5-Year Strategic Plan and SDDA 2017-2018 Work Plan.

The SDDA would like to thank it's community partners for their help with the survey e-distribution and promotion: the Greater Augusta Chamber of Commerce, Mary Baldwin University, the Staunton Augusta YMCA, the United Way of Greater Augusta, the Staunton Creative Community Fund and the Downtown Staunton businesses.