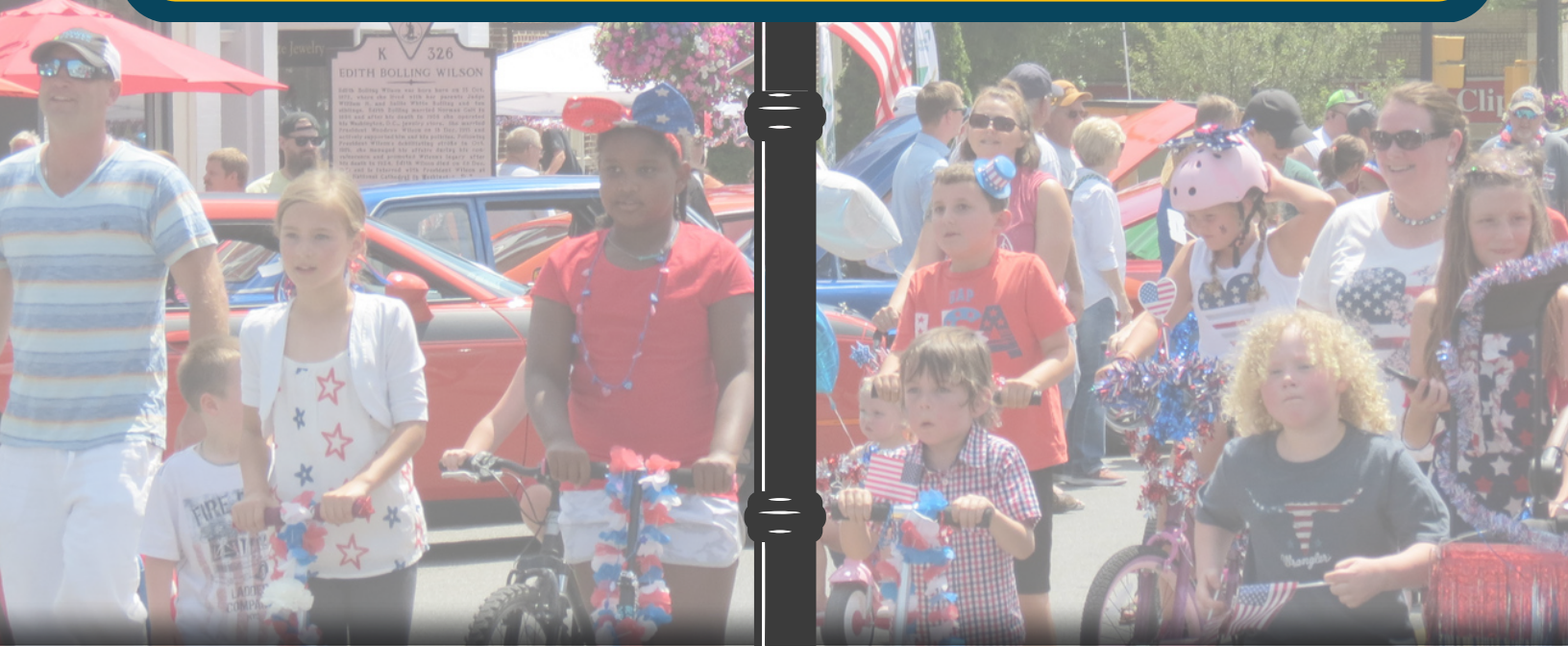
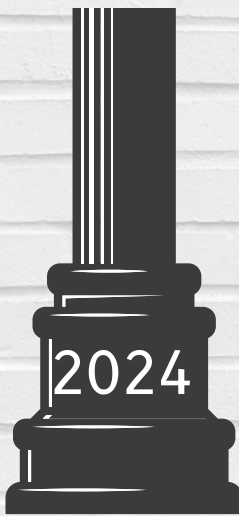




PARTNERSHIP PROGRAM



Downtown Wytheville Incorporated is a 501(c)(3) non-profit community development organization working to revitalize the heart of our community. We are entering our 8th year as a designated Virginia Main Street community and a Nationally Accredited Main Street America Program





2023

YEAR IN REVIEW

Mission Statement: Downtown Wytheville is building grassroots revitalization, forging strong partnerships, and implementing progressive strategies to realize its vision of making Downtown Wytheville the vibrant heart of community and commerce for the region.

In 2023, Downtown Wytheville continued building a strong sense of community through small business development and trainings, technical support, infrastructure upgrades, collaborative engagement, and events that bring people together.

In particular, we administered the Grow with Google program, in partnership with Main Street America and Google. Through the efforts of our Grow with Google coach, DTW staff, volunteers, and partners throughout the region, we taught digital skills to rural businesses and entrepreneurs around Southwest Virginia and across the entire state becoming the most successful of the 10 selected communities in the nation reaching nearly 1,810 participants.

We also continued working to develop engaging public places and green spaces that bring locals and visitors alike together, increase foot traffic downtown, and increase quality of life for residents. Through this effort, we formed a partnership with the Virginia Tech Landscape Architecture School to take a fresh look at our parks and vacant spaces as part of student coursework. We have generated architectural plans from this process and we have received grant funding and private donations to begin implementing some of these designs including a new pocket park greenspace on a vacant lot in the heart of downtown. We still lack about 25% of the funding to begin this first project and are continuing to explore funding to begin construction in 2024.

Finally, we continued expanding our popular community events like the Downtown Wytheville 4th of July Celebration & Street Festival, Mayhem on Main Street, and the Christmas Parade Celebration. All of our events in 2023 saw record attendance and participation from businesses with the 4th of July Celebration setting a record as the largest single-day event in Wytheville's history with over 12,500 visitors. We also expanded our efforts to spur more business-driven events throughout the year by encouraging inter-business collaboration. As part of this effort, we have launched a successful marketing campaign to promote all the great new things going on in Downtown Wytheville on any given night to counter narratives that "there's nothing going on". This Weekends in Wytheville campaign has been one of the most popular and engaging marketing promotions we've done as an organization and regularly reaches a large audience of Wythe County residents and visitors.

We look forward to continuing the progress made in 2023 and expanding into new areas throughout 2024.

ORGANIZATIONAL



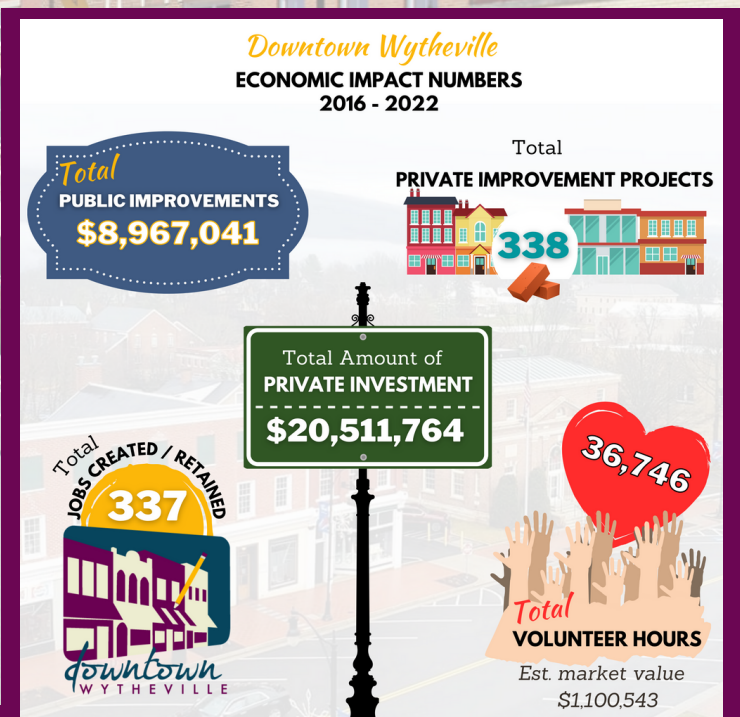
SUCCESSSES

Quick Facts

A LEADING ORGANIZATION IN THE FIELD OF COMMUNITY DEVELOPMENT

- Most Successful Community Business Launch Program in Virginia to date.
- Featured by Brookings Institution for entrepreneurship.
- Awarded Best Public Improvement Project in Virginia.
- Voted Best of the Mountains by *Blue Ridge Country Magazine*.
- Led the massive streetscape improvement project funded through local, state, and federal grants to improve downtown infrastructure.
- Collaborated with the Town of Wytheville on a new wayfinding system, the Farmers Market Pavilion, and other transformative projects.
- Administered over \$1 million in Community Development Block Grant Rent and Mortgage Relief to small businesses during the pandemic.
- Chosen 1 of 10 communities in the nation by Google to implement "Grow with Google"
- Executive Director Todd Wolford awarded the Mary Means Leadership award for best Main Street Director in the nation 2022.

Program Statistics



“THE PACE THAT DOWNTOWN WYTHEVILLE HAS ACHIEVED REVITALIZATION SUCCESS THROUGH PUBLIC AND PRIVATE INVESTMENTS IS 2ND TO NONE THROUGHOUT THE NATION”

Matt Wagner

Vice President,
Main Street America



OUR 2024 PROJECTS

Grow with Google

Continuing virtual trainings and workshops for businesses

Because Downtown Wytheville has been the most successful of the 10 pilot communities in the Grow with Google program, Google, Main Street America, and the DTW Board of Directors have allowed us to continue trainings for the first half of 2024 with an increased focus on in-person workshops in Wytheville. We also plan to continue and expand these trainings even after the program ends in March 2024.



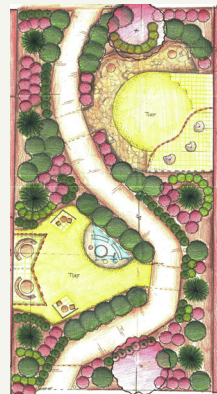
Providing relief to small businesses through lower utility costs from energy efficiency upgrades

Creating a sustainable small business environment is important to the vitality of our community, but rising utility costs have become one of the chief burdens facing business owners. Through a Virginia Main Street grant, we will be incentivizing downtown property owners to make major energy efficiency upgrades, that can include solar panels, to help lower the cost of doing business and keep our local businesses sustainable.



Implementing community-driven, student-generated designs for interactive greenspaces downtown

For the past year, Downtown Wytheville has formed a partnership with the Virginia Tech School of Landscape Architecture where their students have spent a fieldwork course talking with locals and generating new designs for both the downtown pocket park and upgrades to existing public spaces like Elizabeth Brown, Withers, and more. We have already secured grant and private funding to cover 75% of the cost of the pocket park and are pursuing the final piece of funding. **If you would like to talk about contributing to this specific project, let Todd Wolford know.** We intend to begin construction on the pocket park this year with a grand opening to follow, and we are actively pursuing additional funding to implement design suggestions for other spaces.



Enhancing downtown spaces to promote downtown living, cultural arts, walkability, and bikeability.

In 2023, the National Association of Realtors found that 79% of people considered living within an easy walk of other places and things like shops and parks very important. We intend to partner with the Town of Wytheville and other groups to continue expanding downtown living options, making neighborhoods more walkable/bikeable to downtown, and enhancing the district with more music, art, and events that make it a central destination for residents and tourists.



Event Details

12,500 in attendance

Biggest single day event, ever.

Live Music

11 total bands on the day provides a variety of music options to choose from

Kids Parade

Over 400 children decorated bikes, big wheels, & tricycles. The kids parade kicks off this event.

Kids Inflatables

Families and children are a critical part of our event programming.

Cruise-in

Last year saw over 500 collector cruise-in cars!

DORA ABC License

Allows restaurants and breweries to provide open containers of beer and wine. It becomes the biggest sales day each year for these small businesses.

Fireworks

The event concludes with the best fireworks show in SWVA

“Your partnership supports our community and local businesses”

The **July 4 celebration and Street festival** is a true collaborative effort between Downtown Wytheville, countless community volunteers and most importantly our community partners. Without your support, this event would not be possible in its current capacity. What is different about our partnership opportunities, is we want you to be part of the creative process. We invite partnership representatives to work alongside us on event committees, provide employee volunteer opportunities, or set up and offer activities during the event. This gives our partners an opportunity to promote their business and all it has to offer, while building on a sense of place and community alongside us. Your partnership is critical to the overall success of our events. It is because of partners like you that this event was the biggest single day event in the history of Wytheville in 2023.





Event Details

8,000 in attendance

Biggest Mayhem event to date.

Downtown Trick or Treat

A closed off safe place for children and families to trick or treat.

Zombie Laser tag

New for 2023 was Zombie laser tag. This popular addition will be offered once again for 2024!

Kids Fun Run

Organizational partners and businesses set up physical challenge obstacles that kids 14 and under are timed to complete.

Kids Costume Contest

Families, children and adults are encouraged to dress up for a chance to win various prizes

Business and Partner Participation

Community businesses and organization partners have the collective opportunity to participate while promoting your business at the same time.

“ Your support makes a difference “

The Downtown Wytheville **Mayhem on Main Street** is a one of a kind community event. A critical part of this event has been the designation as a “safe space” for trick or treating. Our partner organizations and businesses alike come together to sponsor kids fun run obstacles and hand out candy all while promoting their respective businesses. Children dressed up, families having fun together, and zombies roaming around make this event atmosphere one to remember! One of our partners from last year stated “This is the most fun I have ever had setting up at an event. We cant wait for next year.” It is directly because of your partnership support that we were able to add the Zombie Laser Tag to the event this year. This event is always the most fun for our partners to be a part of and we hope you will consider joining us for 2024 and beyond!





Event Details

8500 in attendance

The Wytheville Christmas Parade and Celebration officially kicks off the holiday season in Wytheville.

Carriage Rides

Each year we offer carriage rides for children and families. Your partnership will help offset rental costs allowing us to continue offering this and other elements as part of the event in the future.

Visit with Santa

Each year Santa visits our event to greet children and see who has been naughty or nice.

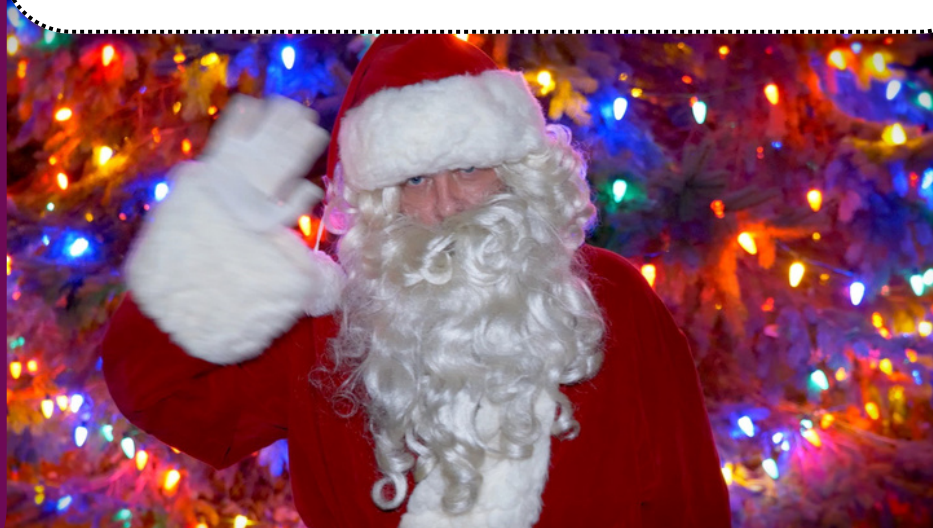
Christmas Parade

The Christmas parade has become a staple in our community. Downtown Wytheville board members and volunteers plan, coordinate and execute this event along with various community partners.



Wytheville's Christmas Celebration & Parade

The Downtown Wytheville **Christmas Celebration & Parade** is a true old fashioned hometown Christmas event. Downtown Wytheville becomes a winter wonderland with decorations, lit up storefront Christmas themed windows, and coffee or hot chocolate readily available. This event builds on our sense of place and community for our residents to gather and enjoy each others' company and kick off the holiday season in Wytheville. We kick off the event in Withers park during the day with carriage rides, visit with Santa, kids crafts and activities. Depending on funds, we will continue to add live music and other holiday features that will benefit the children and families in our community.





Pocket Park

As part of our Downtown Wytheville transformation strategy. We have an emphasis to develop and connect downtown greenspaces. We have worked with Virginia Main Street and Virginia Tech Landscape and Architecture students to assist us in bringing this pocket park to life

Grant Funding and Private Investment

As part of this project, we received a Downtown Investment Grant (DIG) from Virginia Main Street as well as private investment match funding.

Virginia Tech Partnership

For the development phase, we solicited Virginia Tech Landscape and Architecture students to help us design the park as part of their coursework. The rendering to the right is one of our top 3 design choices.

Outdoor Co-working Space

We envision this space doubling as an outdoor co-working space where residents set up and work here while enjoying all that this park has to offer

Community Creative Space

Families and children are critical to how this space interacts with the community and programming throughout the year will reflect those goals.



Additional Funds Needed

To substantially start and complete the project. We are about 25% short on our funding. As we await additional grant announcements, please reach out to us about how your contribution can directly assist us in completing this project



Green Living

Renewable Energy

Through a new grant program, Downtown property owners can receive up to \$10,000 in support towards adding solar or wind arrays to their property helping offset rising electricity costs and lower our carbon footprint.

Energy Efficiency

Property owners can also get anywhere from \$2,500 to \$5,000 towards energy efficiency upgrades to aging buildings helping lower utility bills for small businesses.

Leading the Way

This is a true pilot program testing how Main Streets can be at the forefront of the coming changes in the energy sector. We want Wytheville to be a model example and lead the way for more projects like this locally and across Southwestern Virginia. As more and more grants, tax credits, and incentives appear on the horizon for green energy upgrades, this pilot program will set our community up for additional resources and support. Our partners will be prominently featured in this program showcasing their commitment to forward-thinking solutions.

Downtown Wytheville was fortunate to receive a Downtown Resurgence Grant from Virginia Main Street which we will be administering throughout 2024. We regularly talk with business owners throughout our district about the challenges they face and one of the most common hardships are utility costs. Rising costs combined with inefficient downtown buildings make some of these bills a significant hurdle for new entrepreneurs. Through this program, we will be incentivizing property owners to not only explore major solutions like solar and wind arrays, but smaller changes as well that can increase energy efficiency. Any savings from these upgrades are passed along to the small businesses making them more sustainable and providing yet another incentive for why the place to live, work, and do business in Wytheville is downtown.





16 Total Workshops in 2023

We offered 16 total workshops through virtual and in person sessions

Countless One-on-One trainings

Those who couldn't make training sessions were offered one-on-one timeslots in an effort to meet people where they are.

Trained Over 1800 Small Businesses

Collectively through December 2023, our team has reached over 1800 total businesses, surpassing our 1000 business goal for the program.

The Most Successful of the 10 Communities Chosen

Downtown Wytheville, by the numbers, has been the most successful organization in the program.

Extending Trainings through March 2024

Due to the success of the program, sessions will be extended through March 2024.



In 2023 an innovative new partnership between Main Street America and Google was launched to bring digital skills trainings to rural businesses across the country. As part of this new pilot program, Downtown Wytheville Incorporated was selected as 1 of 10 organizations to represent not only our hometown and Southwest Virginia but the entire Commonwealth of Virginia in bringing digital skills training to small, rural businesses. During the pandemic, we found out just how important e-commerce and virtual integration are to the success of a business; however, small businesses in rural areas have less experience with this “bricks and clicks” model. This new Grow with Google training program begins addressing this through new resources, one-on-one assistance, and in-person and virtual classes taught by our local Grow with Google coach, Courtney Conner-Stringer.



2024 BUSINESS PARTNERSHIP OPPORTUNITIES

Key Stats: Social Media, Event Participation, & Online Marketing Reach

- Facebook: More than **11,000** followers @downtownwytheville (*analytically # 1 in the region*)
- Instagram: More than **2,229** followers @downtown_wytheville
- New Website 2024: More than **1,000** unique page views per month and popular blog posts
- Regular mass emails to hundreds of subscribers
- Popular, regionally known events than can attract upwards of **12,000** people

BUSINESS PARTNER BENEFITS	\$5,000	\$2,500	\$1,500
Company name, logo, and link on DTW website year-round			
Company logo on special Business Partner signage at DTW events			
Social media mentions throughout the year			
Radio mentions (when applicable)			
Company logo on supporting marketing literature (when applicable)			
Vendor/booth space at events (July 4th, Mayhem on Main Street)			
Partnership spotlight at end-of-year			
Press release and photo opportunity in your location for sponsorship PR			

Ask us about a customized plan to accommodate your budget. Payment plans available on a biannual or quarterly basis, just let us know on the attached return form what works best for your business.

Downtown Wytheville is a 501(c)(3) nonprofit dedicated to community development; consult with your tax advisor to learn more about charitable deductions.



2024 BUSINESS PARTNERSHIP FORM

My business will contribute at the:

- \$5,000 level
- \$2,500 level
- \$1,500 level
- Premier Higher Level

Please return completed form to:

Downtown Wytheville, Inc.
180 W Main Street, STE 4
Wytheville, VA 24382

or

Email Executive Director Todd Wolford at:
exedir@downtownwytheville.org

Contact Executive Director Todd Wolford if you would like to talk to someone about specifically becoming a supporter of the Downtown Wytheville Pocket Park Capital Campaign.

Business Name: _____

Authorized Representative Name: _____

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____

Email Address: _____

Website: _____

Payment Method (Enclosed Check, Mailed Invoice, Emailed Invoice, Pay Online): _____

online pay at givebutter.com/downtown-wytheville-incorporated

Optional Payment Plan (Split into 2 payments or 4 payments): _____

Date: _____

Signature: _____