

# MARION



# THE COOLEST HOMETOWN YOU'VE NEVER HEARD OF.



*Historic*  
**MARION DOWNTOWN**



**WANT TO KNOW HOW TO BE COOL LIKE US?**  
WE GOT A TOWN MANAGER WHO ACTS LIKE AN ECONOMIC DEVELOPER.  
WE GOT AN ECONOMIC DEVELOPER WHO ACTS LIKE A MAIN STREET MANAGER.  
WE GOT A MAYOR WHO DOESN'T ACT LIKE A POLITICIAN.



*Historic*  
**MARION DOWNTOWN**

# JOIN THE REVOLUTION

## Shop Local. Shop Marion.





8 CHURCH ST  
100 CHURCH ST

LEFT TURN  
YIELD  
ON GREEN

Signal No. 2

EST. 1900  
H. P. ...

**GAMMSA**

A stylized letter 'M' is centered within a square frame. The 'M' is white with a blue outline. The background of the square is composed of several overlapping, semi-transparent colored triangles and rectangles in shades of blue, red, yellow, green, and orange.

**SEMI-FINALIST**









# Cumulative Program Statistics Marion 2012

## Program Funding for Main Street

2012 Leveraging \$23.32  
 Ratio of budget to all investment \$0.13  
 Ratio of budget to private investment \$23.19  
 Value of Volunteers \$426,457  
 Estimated market value of time<sup>2</sup> 19,663  
 Hours contributed since 1997



## Economic Impacts on Main Street

Created, Retained and Expanded Businesses to date 242  
 Jobs to date 703  
 Five year cost per job \$3,866



## Physical Improvements<sup>1</sup>

Private Investment \$27,902,436  
 Cumulative investment to date \$148,695  
 Cumulative rehabilitation projects 182  
 Average Investment \$13,182,944  
 Public Investment \$346,920  
 Cumulative investment to date 38  
 Cumulative projects  
 Average Investment

## Marion Downtown Revitalization

James McNeil, President  
 Ken Heath, Executive Director  
 (540) 783-4190  
 www.mariondowntown.org  
 khealth@marionva.org

### Notes and Sources

<sup>1</sup> All monetary figures have been adjusted for inflation using the 2011 CPI index.  
<sup>2</sup> Independent Survey: Giving and Volunteering in the United States, 2011. Value of volunteer hours calculated using the current replacement wage and the appropriate trade or hours volunteered.

## Who are we?

*Who are we?*  
 The Virginia Downtown Development Association (VDDA) is a non-profit organization that provides technical assistance and financial support to downtown business owners and developers. We are currently seeking members to help us grow our program. If you are interested in joining our team, please contact us at (540) 783-4190. We are currently seeking members to help us grow our program. If you are interested in joining our team, please contact us at (540) 783-4190.





MARTIN LUTHER KING JR. FIRE DEPARTMENT



BRETT MILLER  
PHOTOGRAPHY



*General* FRANCIS MARION *Hotel*









STAUNTON  
As You Like It.





STONEWALL  
JACKSON  
HOTEL



STAUNTON'S

**B**  **RIGHT IDEA**

**INNOVATION GRANTS**





**STAUNTON™**  
*Investing in Entrepreneurs*



 **Community Foundation**  
CENTRAL BLUE RIDGE

# BRIGHT IDEA EXCHANGE





TABLE 17



TABLE  
17

**TRANSITION**  
STAUNTON AUGUSTA  
[www.transitionstaunton.com](http://www.transitionstaunton.com)

ALTENERGY

Solar Energy Solutions  
[www.altenergyincorporated.com](http://www.altenergyincorporated.com)

TABLE  
19

PHOTOVOLTAIC (PV) SYSTEMS

PHOTOVOLTAIC (PV) SYSTEMS  
A photovoltaic (PV) system is a system of solar panels that convert sunlight into electricity. The system consists of solar panels, inverters, and other components. The solar panels are made of silicon and other materials that absorb light and convert it into electricity. The inverters convert the direct current (DC) electricity produced by the solar panels into alternating current (AC) electricity, which can be used to power homes and businesses. The other components include mounting hardware, wiring, and a monitoring system.



ALTENERGY  
INCORPORATED



# BRIGHT IDEA AWARDS

IDEA  
N GRANTS



STAUNTON'S  
**BRIGHT IDEA**  
INNOVATION GRANTS

PAY TO THE ORDER OF  
Newtown Baking

\$ 5,000

FIVE THOUSAND DOLLARS

Chris

IDEA  
GRANTS



BRIGHT IDEA  
INNOVATION GRANT

AMERICAN REVOLUTION

FIVE THOUSAND DOLLARS



“With the \$8,285 raised from our Indiegogo campaign, donations that have poured in at **Newtown Baking**, and the Bright Ideas Grant from the [Staunton Downtown Development Association](#), we have raised a little over half of what we need to purchase a wood-fired oven.”



“Thanks to a [Bright Idea Innovation Grant](#), the [American Shakespeare Center](#) has launched an exciting app aimed at helping visitors find new places to experience in downtown Staunton. The app allows users to take a short quiz that reveals which Shakespeare character you resemble, with an itinerary based on what that character would enjoy.”

## American Shakespeare Center in Staunton Launches New App

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