



THE POWER OF MAIN STREET IN VIRGINIA

HARRISONBURG

We are one of almost 100 cities and towns across Virginia working to strengthen our economic vitality and quality of life by leading a public-private effort to revitalize our historic downtowns.

We make our communities more attractive for residents, businesses, investors, and tourists by following Main Street America's proven Main Street Four-Point Approach™, which guides our placed-based, community-driven economic development work. Here's how:

- ✔ STRATEGICALLY WORKING TO ACHIEVE A SHARED VISION FOR DOWNTOWN'S FUTURE
- ✔ COLLABORATING WITH NUMEROUS PARTNERS FROM OUR MUNICIPALITIES TO CHURCHES & ARTS ORGANIZATIONS
- ✔ PROVIDING GRANTS AND ASSISTANCE TO MOM & POP BUSINESSES
- ✔ PUBLIC ART AND BEAUTIFICATION PROJECTS
- ✔ FREE ARCHITECTURAL SERVICES THAT ENCOURAGE HISTORIC PRESERVATION
- ✔ SPECIAL EVENTS AND DESTINATION MARKETING TO BOOST LOCAL CUSTOMER TRAFFIC AND TOURISM

Together, Virginia Main Street communities have seen over **\$2.6 B** in investment, created almost **30,000** new jobs, **\$43 M** in volunteer time, and over **8,200** new businesses and expansions since 1985.

Our organization is supported by Virginia Main Street (VMS). We receive:

- ➔ Grants for organizational development, beautification & economic development
- ➔ One-on-one staff support
- ➔ Free architectural design services
- ➔ Training and educational resources, including conference scholarships



HDR has been revving up Harrisonburg's downtown economy for over 21 years. Our nonprofit organization was established by city council to work with local government and the private sector to make our historic district a thriving destination.



In the last 5 years, VMS has supported communities like Harrisonburg with over \$9.3 million in grants.

In the last 5 years, HDR has received **\$377,000** in grants! We leveraged those grants with **\$156,000** of local dollars for two new downtown parks and a small business grant program.

Investing in downtown means new jobs and business activity. Year after year, downtown Harrisonburg has seen a net gain of businesses and job creation. Since **2020**, we have had **75** new businesses or expansions



- Downtown Harrisonburg Stats 2003-2023:**
- Total Private Investment: \$139.4 Million
 - Total Private Investment: \$24.5 Million
 - Total Volunteer Hours: 115,000
 - Value of Volunteer Time: \$3.6 Million
 - Certified Rehabilitation Tax Credit Projects: 27
 - Total Tax Credit Investment: \$61 Million

Day-to-Night Change

By the 1970s, widespread vacancy and disinvestment left Downtown Harrisonburg in shambles. HDR was established to revive the heart of our community. Together with our partners, HDR has made Downtown Harrisonburg one of the best come back stories in Virginia. Once a place no one wanted to be, downtown is our hottest housing market and we have over 50 shops and over 50 restaurants.

The secret to our success is holistic community building and leveraging our historic assets. The creative reuse of our historic buildings is at the heart of our revitalization success story.

Today, Downtown is our region's best billboard! This is where major regional employers bring prospects and where industry site selectors visit. There is always something happening! We host 25 annual events, attracting more than 60,000 attendees to show new visitors what downtown has to offer, ring cash registers, boost the tax base, and enhance quality of life.

We aren't saving historic Main Streets because of nostalgia. We save them because they are great places to **LIVE, VISIT, and WORK.** Strong **COMMUNITY SUPPORT**, and **STRATEGIC ECONOMIC DEVELOPMENT EFFORTS** means Main Streets will always have a future.

We appreciate your support of the Virginia Main Street program, which we rely on to help organizations like ours continue to write our success stories and to strengthen Virginia's unique competitive advantage!