

2021



ANNUAL REPORT



A Letter from our Director

Throughout 2021, the ongoing pandemic triggered an awakening of the national consciousness. We must support our historic downtowns and local business owners or risk losing the unique sense of authenticity, “place” and collective identity that they foster. Our neighborhood commercial districts are *essential* to our universal experience as humans and directly impact our local, regional, and national well-being. As we emerge into a new economic era, it is more important than ever that we preserve our historic buildings, reimagine what’s possible, and invest in the future of Downtown Hopewell.



In December, the Hopewell Downtown Partnership celebrated a milestone - its 10th year as a Main Street America™ Accredited program and its 14th year as nonprofit organization. Over the past ten years, we have secured over \$2.5 million in service of Downtown Hopewell. These funds fueled historic rehabs, COVID-relief grants, Business Pitch Competitions, Third Thursday Street Festivals, the Hopewell Farmers Market, branding and design services, park and streetscape improvements, environmental remediation projects, feasibility studies, and public art. We engage stakeholders in our strategic planning processes and practice active listening to ensure that our programs and projects meet the reality "on the ground."

You see, we do not act alone. In fact, we recruit community members with diverse backgrounds, passions, and expertise to our Board and Committees in an effort to strengthen ties between people who share a commitment to Hopewell and act collectively with them, our local business community, the City of Hopewell, and other local and regional partners. Furthermore, our annual accreditation connects Hopewell to a national network of more than 2000 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. Together, we fuel and enhance local economic opportunities in the Hopewell Downtown Historic District.

At our core, the Hopewell Downtown Partnership is in the place and people business because, like the National Main Street Center, we believe that “everyone deserves access to a vibrant neighborhood – a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong.” We invite you to get involved; to join us in making Downtown Hopewell - the place where friends and rivers meet - the best it can be.

Together in dreaming and doing,

Heather Lyne

Executive Director

HOPEWELL DOWNTOWN PARTNERSHIP (HDP)

MISSION: We are a grassroots, 501(c)3 nonprofit dedicated to building a healthy, vibrant and prosperous central downtown district for the Hopewell community.

In 2007, a group of citizens gathered together over a shared concern for the future of Downtown Hopewell which is a designated National Historic District. In 2011, we earned the esteemed 'Accredited program' status with the National Main Street Center. For over a decade, we have worked in partnership with the City of Hopewell to sustain and develop Downtown as the heart of our community.

As a Main Street America™ Accredited program, HDP is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building strong communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.

Our objectives are modelled after the Main Street Four Point Approach which includes the following components:

- Economic Vitality
- Design
- Promotion
- Organization



BOARD OF DIRECTORS

Rita Joyner, *President*

Kathy Ash, *VP*

Jan Butterworth, *Secretary*

Donald Barrow

Crystal Benjamin

Mary Calos

Drew Dayberry

Daniel Jones

Brian Manning

Michael Moore

John Paul

Rebecca Redling

Iris Walker

Chris Ward, *City Liaison*

Crisman White

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Economic
Vitality

Enhancing our Ecosystem

- Several new businesses chose to call Downtown Hopewell home this year and worked closely with HDP including local Crystal Luna Company, SOVA Yoga, Waves Sandwich Company, and Community Transformers LLC.
- We secured a Community Business Launch Grant from the Department of Housing and Community Development on behalf of Hopewell, making it one of six localities in the entire state to do so. HDP will be offering a free business workshop series in partnership with the Minority Small Business Launch Center at Virginia State University and coordinating a Business Pitch Competition aimed at building out commercial density in Downtown Hopewell. \$45,000.
- Our Economic Vitality Committee hosted five bi-monthly Downtown Merchant Huddles virtually and one in-person End of Year Roundtable to fuel creativity and encourage collaboration over shared goals.
- The Governor awarded HDP a \$95,000 Virginia Statewide Business District Resurgence Grant to train a cohort of small, woman, and minority developers to tackle projects in Hopewell, conduct a housing market analysis, and create a new business investment guide.
- HDP provided technical support for three large historical rehabs in Downtown and assisted one property owner in recouping \$24,000 through a Real Property Investment Grant.

DID YOU KNOW? HDP is often the first 'point of contact' for business owners, aspiring entrepreneurs, and property owners in Hopewell and holds hundreds of one-on-one meetings annually to discuss their needs and connect them to the appropriate resources and expertise.



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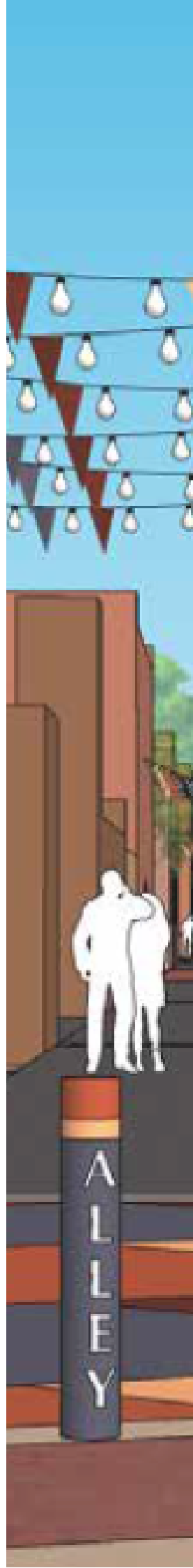
Design

Caring for our Public Spaces

- With generous funding from Virginia Main Street, HDP funded two custom murals in Downtown. 'A New Dawn' by artist Nico Cathcart is an ode to local history, flora, and fauna and located at 245 E Broadway on the exterior wall of the Butterworth Lofts Building. 'Hopewell Proud' by artist Austin Miles is located at 224 N Main St. on the Burnett & Williams building. The second piece was commissioned by the Lamb Center for Arts and Healing.
- HDP received a Downtown Investment Grant (DIG) to bolster Complete Streets efforts in Downtown, namely to begin transforming the Broyhill Alleyway into a useable public space and to purchase and place bike racks at each of the main municipal buildings in Downtown. Complete Streets is a transportation policy and design approach that advocates for safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation.
- For Valentine's Day week, we painted personalized messages on wooden hearts and hung them around Downtown as a creative way to jazz up the streetscape and attract patrons Downtown to surprise their special someone. We donated the proceeds from this initiative to Creative Friends Art Center.
- We organized the first ever 'Spring Cleaning' event in concert with Keep Hopewell Beautiful. Over forty volunteers from the public and private sector showed up to spruce up Downtown in advance of the summer event season.

DID YOU KNOW?

Through Hopewell's designation as a Virginia Main Street community, HDP is able to offer certain technical assistance free of charge. Our design assistance program provides free architectural sketches, renderings, and reports for façade improvements to property owners in the Hopewell Downtown Historic District by Frazier & Associates.



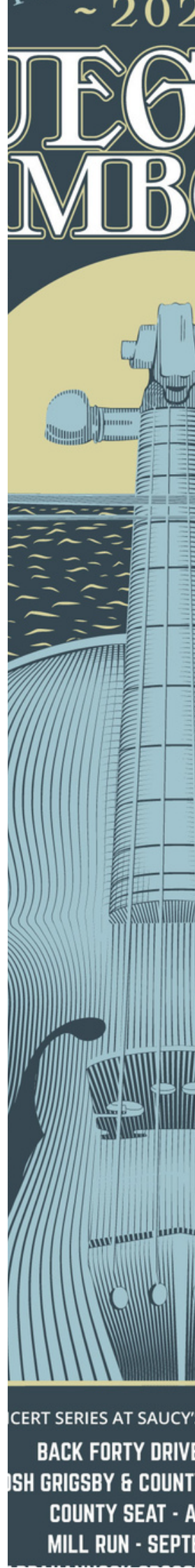
Promotion & Events

Cultivating Vibrancy

- HDP released a new slogan "Where Friends and Rivers Meet" to amplify awareness of Downtown Hopewell's welcoming atmosphere and incredible views at the confluence of the James and Appomattox Rivers.
- We raised \$25,000 through corporate sponsorships and individual donations to throw six street festivals that are open to the public and feature live music, libations, food trucks, vendors, kid's zones, and free spaces for community organizations to advocate for their respective causes. Our events boost local commerce and demonstrate that Downtown is a place where memories are made, relationships are built, and community pride shines. (4) Third Thursdays, Harvest Ween, Light Up the Night.
- HDP reinvigorated the weekly Hopewell Farmers Market in an effort to create more economic opportunities for local farmers and businesses, improve access to healthy, local food - especially among disadvantaged groups, and add vibrancy to the district. We accept SNAP/EBT benefits and offer Virginia Fresh Match incentives which enables customers to double their SNAP/EBT dollars when buying fruits and vegetables.
- With a Virginia Tourism Corporation (VTC) grant, we contracted social media phenom 'The Richmond Experience' to publish a special highlight on Downtown Hopewell which caused quite the sensation and attracted new customers to the area. We also commissioned MadKitchen Co to design a postcard featuring Downtown's most popular businesses and destinations that are now being sold in stores around town.

DID YOU KNOW?

We revved up excitement around the City of Hopewell's Active Connections Bike Lane Plan by organizing the City's first ever 'Community Bike Ride' in partnership with the Urban Cycling Group and Hopewell Recreation and Parks. Over 40 cyclists participated!



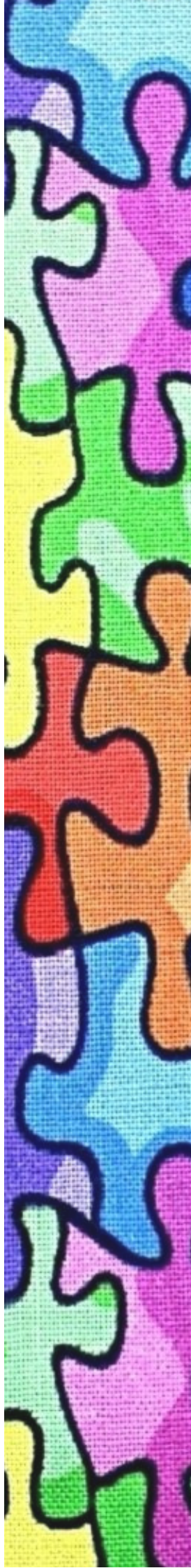
Organization

Fostering Collaboration

- At our core, we are a place-based community organizing entity. We employ a hybrid 'balcony view' and 'boots on the ground' approach to fostering cooperation and consensus between Downtown stakeholders with the goal of strengthening our Main Street program, and improving the quality of life for the people who live, work, and play in the district.
- HDP voted to enact term limits for Board Members in an effort to embed diversity, equity, and inclusion in the structure of the organization. We welcomed six new Board Members to leadership roles as a result.
- Our Board also approved the coalescing of an inaugural 'Advisory Board' in an effort to create more access points for proven professionals from the region to invest in the ongoing transformation of our Historic District. Advisory Board Members will serve as ambassadors for Downtown Hopewell, assist with forming capital campaigns, advise on the implementation of our Strategic Plan, and impact the overall socio-economic well-being of the City.
- We strive to highlight and build upon the good work that the City of Hopewell is doing. For example, we partnered with the Department of Development and Planning to fund the consolidation of all existing streetscape plans for Downtown and the drafting of a fresh Streetscape Design Guide.

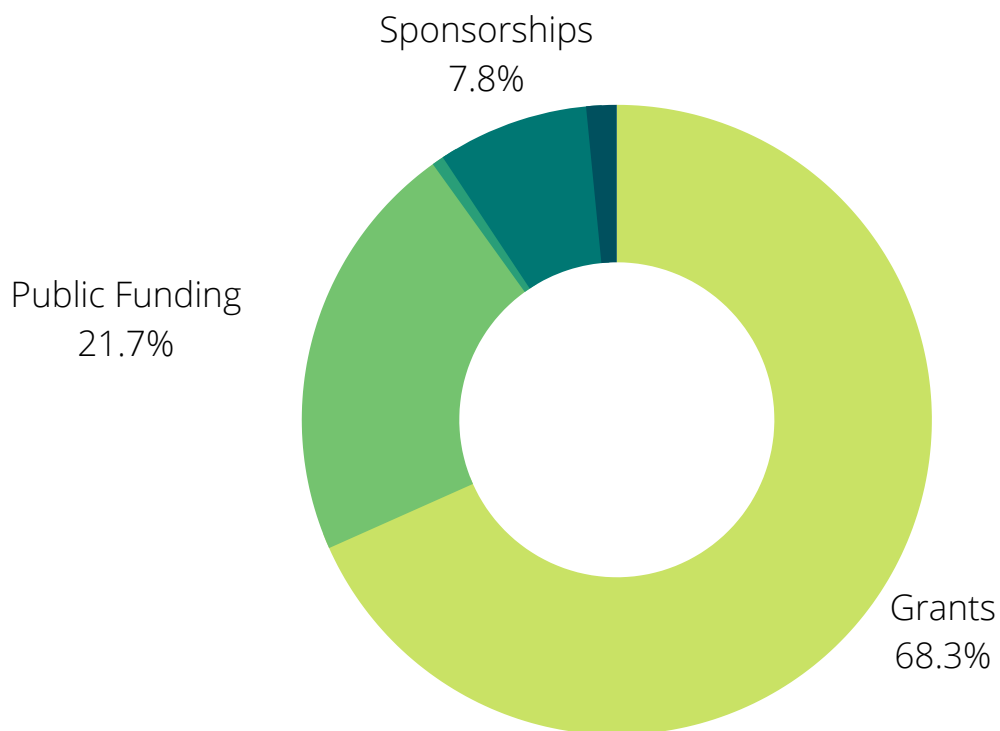
DID YOU KNOW?

Collaborative governance is a theory and practice that involves the public or government sector, the community or nonprofit sector, and private sector communicating with each other and working together to achieve more than any single sector could achieve on its own.



Financial Snapshot

Total 2021 Income: \$280,753



2021 Public & Private Funding Sources

Programmatic Funders

- Virginia Department of Housing & Community Development
- Bon Secours Charitable Foundation
- HCA Healthcare Foundation
- Dominion Charitable Foundation
- John Randolph Foundation
- Sponsors and Individual Donations

General/Operational

- The Governor's Rebuild VA Grant Program
- Paycheck Protection Program
- City of Hopewell
- The Cameron Foundation
- Sponsors and Individual Donations

2021 DONORS

PROJECT MAKER SPONSOR

John Randolph Foundation
Mueller Roofing & Siding
WestRock (Hopewell Mill)

CHANGE MAKER SPONSOR

Anthem Bluecross Blueshield
Cindy Shearin
Ellis Family Dentistry
SOVA Yoga

The Hopewell Manufacturer's Association

AdvanSix – Andy Girvin
Ashland – Brian Johnson
Dupont – Simon Shepherd
Evonik – Phil Munson
Luminant Hopewell Power Plant – Steve Henry
Marks & Harrison – Lee Bujakowski
Virginia American Water – Charlie Piekanski
WestRock – Dustin Lanier

COMMUNITY SPONSOR

Courtney Bujakowski
Fish Tales Bait & Tackle & Fish Tales 2
Parr & Abernathy Realty
Rita Joyner



We love you,
Hopewell!
Thank you for
supporting
Downtown!





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