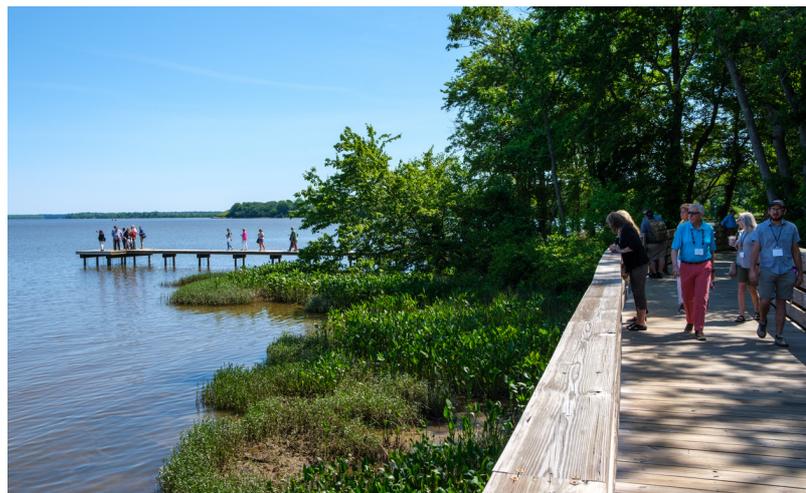


# HOPEWELL DOWNTOWN PARTNERSHIP

# 20 22

## ANNUAL REPORT



*"Where Friends & Rivers Meet"*

# THE 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. After several years of hard work, we earned esteemed 'Accredited Program' status with the National Main Street Center. We have spearheaded the revitalization efforts in Downtown with the City of Hopewell for over a decade now.

We connect Downtown Hopewell to a network of more than 1200 other communities, rural and urban, working on similar challenges and applying one of the most powerful revitalization models. The cumulative success of the Main Street Approach® on the local level has led to \$95.33 billion reinvested, 161,036 businesses started, 717,723 jobs created, and 314,431 buildings rehabilitated in those communities since 1980. All Main Street America™ Accredited programs put a local spin on Main Street's trademarked "Four Point Approach" below and meet a set of National Standards of Performance.



## 2022 - 2023 BOARD OF DIRECTORS

Drew Dayberry, *President*

Iris Walker, *VP*

Jan Butterworth, *Secretary*

Rita Joyner - *Immediate Past*

Donald Barrow

Crystal Benjamin

Mary Calos

Phillip Hughes

Jay Jones

Mary Ann Leftwich

Chubs Maharaj

Brian Manning

Rebecca Redling

Crisman White

\*Chris Ward - *City Staff Liaison*

# A Note from our Director

In theory and practice, the Hopewell Downtown Partnership (HDP) sees the revitalization of Downtown Hopewell as a collaborative process where nonprofit, public and private sectors communicate and work together to achieve more than any single sector could achieve on its own. That is what the National Main Street Center and Virginia Main Street networks are about - connectivity, expertise, resource and knowledge sharing, encouragement and implementing proven community-based strategies and projects.



We are in the people and place business and believe that (w)holistic and incremental steps in the form of small business, small deals and small-scale development sums up to an incredible amount of impact in the form of more jobs, more tax value for the City per acre, more communal wealth and improved quality of life for neighbors and visitors alike. Although downtowns equate to a small amount of landmass nationwide, once revitalized, they tend to contribute more to the local tax base than the rest of their locality combined. Since 2011, we've championed Downtown Hopewell from a 50% vacancy rate to a 16% vacancy rate.

When we refer to "Downtown" as our service area, we are referring to the geographic boundaries of the "Hopewell Downtown Historic District" as recognized by the Virginia Department of Historic Resources and the National Park Service. HDP is the only organization solely dedicated to representing and advocating for this district and its unique role as the heart of our small city. Our impact radiates far beyond Downtown, however. By organizing our community and improving quality of life at the core, we are initiating a ripple effect throughout the City, and with some projects, the region.

Our efforts are guided by a Strategic Plan facilitated by Matt Wagner of the National Main Street Center; the City's Comprehensive Plan and Downtown Plan, Brownfields Report, EPA Local Foods, Local Places Community Action Plan and ULI Waterfront Plan - among others; and the direct input of our stakeholders, volunteer-led committees and Board(s) and our strong partnership with the City of Hopewell. All fourteen of our board members live or work in Hopewell and many have been lifelong residents. They are educators, business owners, social workers, bankers, brand managers, real estate professionals, and local leaders; they are extraordinarily dedicated to this community.

You can learn more about our major 2022 accomplishments and range of services in following pages. We hope you will join us and the movement in 2023!

Together in dreaming and doing,

**Heather Lyne**

*Executive Director*

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# PROMOTIONS + EVENTS

**DID YOU KNOW?** Our events and activities brought 10,000+ people Downtown in 2022.

**NEW COMMERCIAL:** With Dovetail Productions, HDP directed and produced a new commercial that invites viewers to join the movement in Downtown. It features business owners and destinations and is generating a buzz for Downtown's resurgence. .

**SIX STREET FESTIVALS:** Our Director and Board Members throw large free events for the public throughout the year. Our Third Thursdays, HarvestWeen, Winter Fest & Holiday Market and the weekly HOPEWELL FARMERS MARKET generate foot traffic in Downtown, boost local commerce and create space for community members to gather and connect.

**RESTAURANT GUIDE:** To promote our burgeoning food and bev scene, we design and distribute a Restaurant Guide to hotel management and hotspots like the Beacon Theatre.

**"WHERE FRIENDS & RIVERS MEET":** HDP's new slogan "Where Friends & Rivers Meet" was concocted to heighten awareness around Downtown's waterfront assets and amicable vibe. We are incorporating this slogan into all of our marketing efforts and events.

**5&DIME ROADTRIP:** HDP is serving as the fiscal sponsor and co-lead with Visit HPG for this joint tourism venture with Hopewell, Prince George, James City County, Surry County/Town of Surry, and Charles City County with support from the Virginia Tourism Corporation.

**NATIONAL MAIN STREET CONFERENCE:** At the invitation of Dionne Baux, the Vice President of Revitalization for Urban Main, our Director represented Downtown Hopewell on a Civic Leader panel at the Main Street NOW Conference. Our Director invited Tevya Griffin, the City's Director of Development, to join the panel as a municipal spokesperson.

**BUS TOURS:** HDP competed with other Main Street communities to host bus tours during the 2022 National Main Street Conference. Nearly 100 conference attendees from across the nation visited Downtown Hopewell during two separate bus tours. Attendees learned about Hopewell, spent money locally, shared their experiences online and made lasting connections



# DESIGN

**DID YOU KNOW?** HDP is designing a self-guided Walking Tour to celebrate historic structures in Downtown and Hopewell's rich local history that has, more often than not, been of national importance.

**FREE FACADE DRAWINGS:** Through our state partners at Virginia Main Street, HDP is able to provide free architectural renderings to business owners and local property owners in the Hopewell Downtown Historic District. In 2022, we provided over 10 facade renderings and consultations with Frazier & Associates firm and saved our stakeholders considerable dollars.

**HAVE A HEART DOWNTOWN:** Our 2nd Annual "Have a Heart Downtown" campaign brought love into the streets and drove foot traffic to local businesses during Valentine's Day week. We collaborated with teachers and students at Hopewell City Public Schools to engrave custom messages for patrons on handcrafted wooden hearts. You may have seen these hearts hung from a flagpole or tree in Downtown - or surprised a special someone yourself!

**BIKE RACKS:** In support of the City's Active Connections Bike Lane Plan, we curated four heavy duty "Downtown Hopewell" branded bike racks and bike repair station that are now installed at City Hall, the Community Center Skate Park, the Hopewell Library and City Park.

**ALLEY ACTIVATION:** A formerly blighted, underutilized alley is now well-lit, festive and inviting to community members. The new aesthetic for Broyhill Alley is also an indicator to the thousands of drivers that pass by daily on Route 10 that Downtown is indeed, on the rise.

**ASHFORD PLAZA:** To improve the view-shed between different sections of Downtown and improve connectivity, HDP's Design Committee coalesced meetings with Public Works, the City Arborist and the City Architect to spruce up the plaza and mediate tripping hazards.

**SPRING CLEANING:** Our 2nd Annual Spring Cleaning event in partnership with Keep Hopewell Beautiful was a success! Over 30 volunteers joined us Downtown to don vests and gloves and pick up litter and cigarette butts with pickers throughout the district. This event provides a volunteer opportunity for the community and helps us get Downtown looking spic and span before our busy event season launches in May.



## DOWNTOWN VITALITY

**DID YOU KNOW?** For every dollar that goes into our HDP's budget, another \$54.80 of public and private investment follows or occurs. That's quite the return!

**'HOMEGROWN FOR HOPEWELL:** HDP was one of seven Community Business Launch(CBL) grant awardees in the entire state. With CBL funding, we coordinated a Business Pitch competition which resulted in the opening of 3 new businesses, 8 FTE jobs and over \$450,000 invested in property acquisition and renovations. All 100+ entrepreneurs benefitted from free courses at VSU's Minority Small Business Launch Center and ongoing support and mentorship from HDP staff and board.

**SMALL SCALE DEVELOPMENT BOOT CAMPS:** We engaged 236 participants in a Small Scale Development series taught by the Incremental Development Alliance and offered 39 scholarships to local or BIPOC/SWaM participants! HDP sponsored the series with a Virginia Statewide Business District Resurgence Grant and the goal of building communal wealth through real estate redevelopment education.

**DOWNTOWN INVESTMENT GUIDE:** Have you seen Downtown Hopewell first ever Investment Guide? Now everyone can pitch our community with this versatile 24 page marketing tool that appeals to business prospects, brokers, agents, investors, large employers, employees, future neighbors and the like.

**HOUSING STUDY:** HDP partnered with LandUse USA|Urban Strategies to produce a four-part Targeted Residential Market Analysis (TMA) for Downtown, comprised of four sections: 1) Hopewell - Residential TMA 2) Hopewell - Residential Real Estate Analysis 3) Hopewell - Residential Demographics 4) Hopewell - Retail Market Assessment. In total, the TMA comes to 286 pages of data and content!

**ROUNDTABLES:** Every other month, we host gatherings for business owners, property owners, residents and other stakeholders to fuel creativity and encourage collaboration around the shared goal of strengthening Downtown Hopewell.



# ORGANIZATION

## DID YOU KNOW?

Since 2011, HDP volunteers have contributed 8500+ hours to Downtown. The estimated market value of that time is over \$255,000!

**VIRGINIA MAIN STREET:** Since 1985, the Virginia Main Street (VMS) program has been serving as a Main Street America Coordinating State program and paving the way for successful and enduring community revitalization. Currently housed under the Virginia Department of Housing and Community Development's Community Vitality Office (CVO), VMS offers HDP a range of services and assistance to stimulate long-term growth and pride in Downtown.

**GRASSROOTS:** All HDP Board and Committee Members are made up of volunteers who live or work in Hopewell and care about the community. Each volunteer brings their unique talents and perspectives to the resurgence effort which keeps HDP's work authentic and rooted in "the local." Our Director then provides structure and rallies funding and support for the mission.

**SUSTAINABILITY:** When HDP thinks about sustainability, we think in terms of diversified funding, staff and volunteer well-being, proactive programming and a continuous volunteer and leadership pipeline. A broad network and strong partnerships are key to achieving our mission.

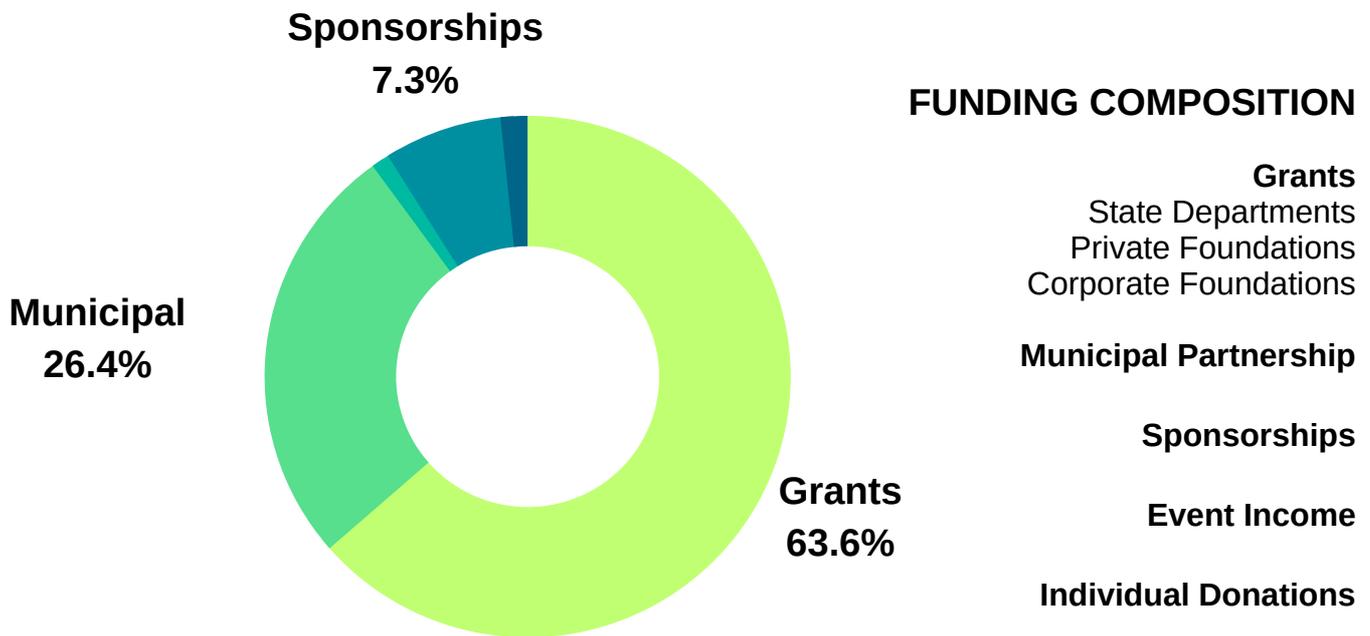
**TERM LIMITS:** Our Board enacted two year term-limits into HDP's by-laws to open up space for new community members to get involved with the organization and to guarantee that HDP's leadership is truly reflective of Hopewell.

**OUTREACH PLAN:** Our diverse Board of Directors draft an Annual Outreach calendar to cultivate inclusivity and ensure that our Director continues to engage with new groups citywide.

**ADVISORY BOARD:** We established our first-ever Advisory Board of 20 experts from the Greater Richmond Region and Tri-Cities to supplement our working Board's efforts and grow more ambassadors for Downtown. HDP hosted two Advisory Board events in Downtown and consolidated unmet recommendations from existing Hopewell plans to guide them. See below. *\*2003 City of Hopewell Downtown Plan, 2016 Brownfield's Redevelopment Plan, 2018 City of Hopewell Comprehensive Plan, 2018 Urban Land Institute Waterfront Plan, 2022 LandUse USA Housing Analysis, 2018 EPA Local Foods, Local Places, 2018*

# 2022 FINANCIAL SNAPSHOT

**HDP TOTAL REVENUE: \$299,500**



## DOWNTOWN REPORT

**11 Private COMMERCIAL PROPERTY IMPROVEMENT Projects**  
**5 New "BRICK AND MORTAR" BUSINESSES Opened**

**REAL PROPERTY ASSESSMENT OF THE HISTORIC DISTRICT**  
**\$29,391,200**

**TOTAL FOOD TAX GENERATED FOR THE CITY**  
**\$305,016.27**

**VACANCY RATE** \*A dramatic decrease from 50% in 2011  
**16.67%**

# 2022 SUPPORTERS

## MAJOR FUNDERS

Virginia Main Street  
Virginia Department of Housing & Community Development  
City of Hopewell  
The Cameron Foundation  
The John Randolph Foundation  
Virginia Tourism Corporation  
CultureWorks

## PROJECT MAKER SPONSOR

HCA Healthcare  
WholeFoods  
Dominion Charitable Foundation

## CHANGE MAKER SPONSOR

WestRock  
Hopewell Manufacturer's Association  
W.E.Bowman Construction

## COMMUNITY SPONSOR

Mulberry History Advisors  
Rita Joyner  
Touchstone Community Bank  
Julia Trebilcox

## MONTHLY CHAMPS

Courtney Bujakowski

\*100% Give from HDP Board Members



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





106 N Main St, Ste A  
Hopewell, VA 23860

[www.hopewelldowntown.com](http://www.hopewelldowntown.com)  
(804) 571-1068

