



TRAVEL GUIDE



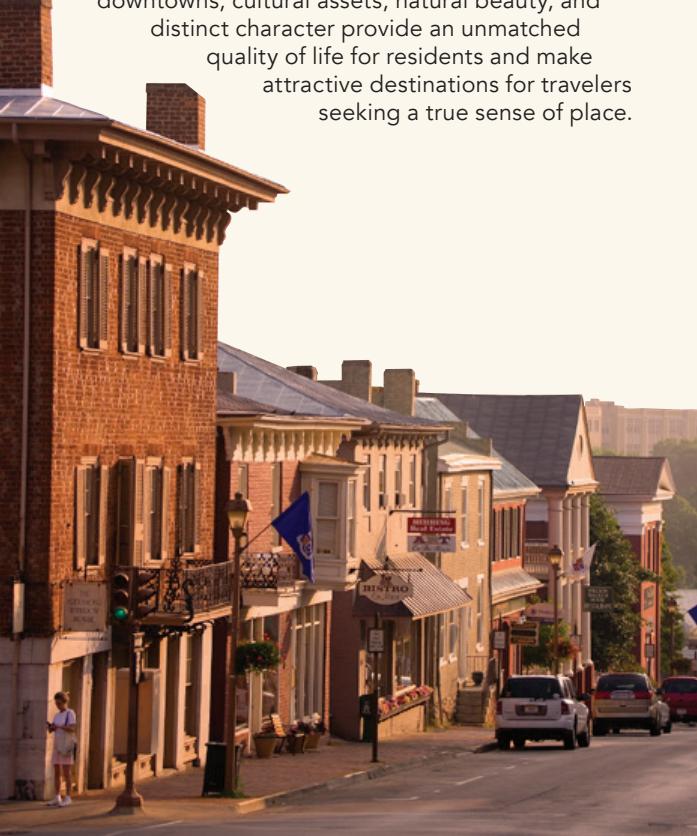
MAIN STREET EXPERIENCE

The Main Street experience is rooted in the preservation, rehabilitation, and adaptive reuse of historic downtowns. In Virginia this can mean living in an old tobacco prizery, drinks served on the roof top of a restored hotel, a science museum in a 1922 train station, and checking into a boutique hotel in a reimagined shoe factory.

The Main Street experience is economic development through the cultivation of local entrepreneurs. Visitors and residents alike can shop for handmade items in distinctive shops, watch a glass blowing demonstration, buy locally grown foods and baked goods at Virginia's numerous farmers' markets, and choose from roadside dinners and comfort food or nationally renowned, cutting edge dining experiences.

The Main Street experience is arts and culture. Attend a performance at a downtown park or outdoor amphitheater, peruse galleries highlighting local artists, explore historic sites and museums, see a play at the Barter Theatre – Virginia's state theater – or visit the birthplace of country music.

The Main Street experience is authentic. Historic downtowns, cultural assets, natural beauty, and distinct character provide an unmatched quality of life for residents and make attractive destinations for travelers seeking a true sense of place.



VIRGINIA MAIN STREET OVERVIEW

Virginia's historic downtowns have served as the social, commercial, and cultural centers of our communities since the founding of Jamestown. While our tastes and mobility have changed over the following 400 years, our downtowns still provide the center around which most of Virginia's communities revolve.

Since 1985, Virginia Main Street, a program of the Department of Housing and Community Development, has helped localities improve the economic vitality of historic downtown commercial districts. The Main Street program is a comprehensive, preservation-based approach to the revitalization of downtown and neighborhood commercial districts. Founded by the National Trust Main Street Center, more than 1,900 communities nationwide are included in the program.

By working incrementally to strengthen and expand existing businesses while recruiting new uses to the commercial district, Virginia Main Street communities have generated net gains of more than 6,000 businesses, 20,000 jobs, \$900 million of private investment in building rehabilitations, and over one million volunteer hours. Other benefits include enhanced property values and tax revenues, growth of employment and entrepreneurial opportunities, increased visitor and consumer spending, preservation of historic resources, better use of existing infrastructure, and increased local pride, and overall quality of life.

The 28 designated Virginia Main Street communities receive intensive services from state and national staff and consultants. These range from façade renderings for building owners to in-depth market analysis of the designated districts, organizational assistance for boards and committees to grants for branding, marketing, and promotions. Newly designated communities and seasoned veterans have access to our time, resources, and services.

Designation as a Virginia Main Street community requires a major commitment of financial and human resources. As a response to the demand for downtown revitalization assistance from these communities, Virginia Main Street offers an alternative option for participation, designed to match a community's commitment and readiness. By participating as a DHCD Commercial District Affiliate, many pedestrian-oriented commercial districts have the opportunity to access training, network with peers, and learn more about the time-tested four points of Main Street. Currently more than 70 communities participate as affiliates.

VIRGINIA MAIN STREET COMMUNITY DIRECTORY

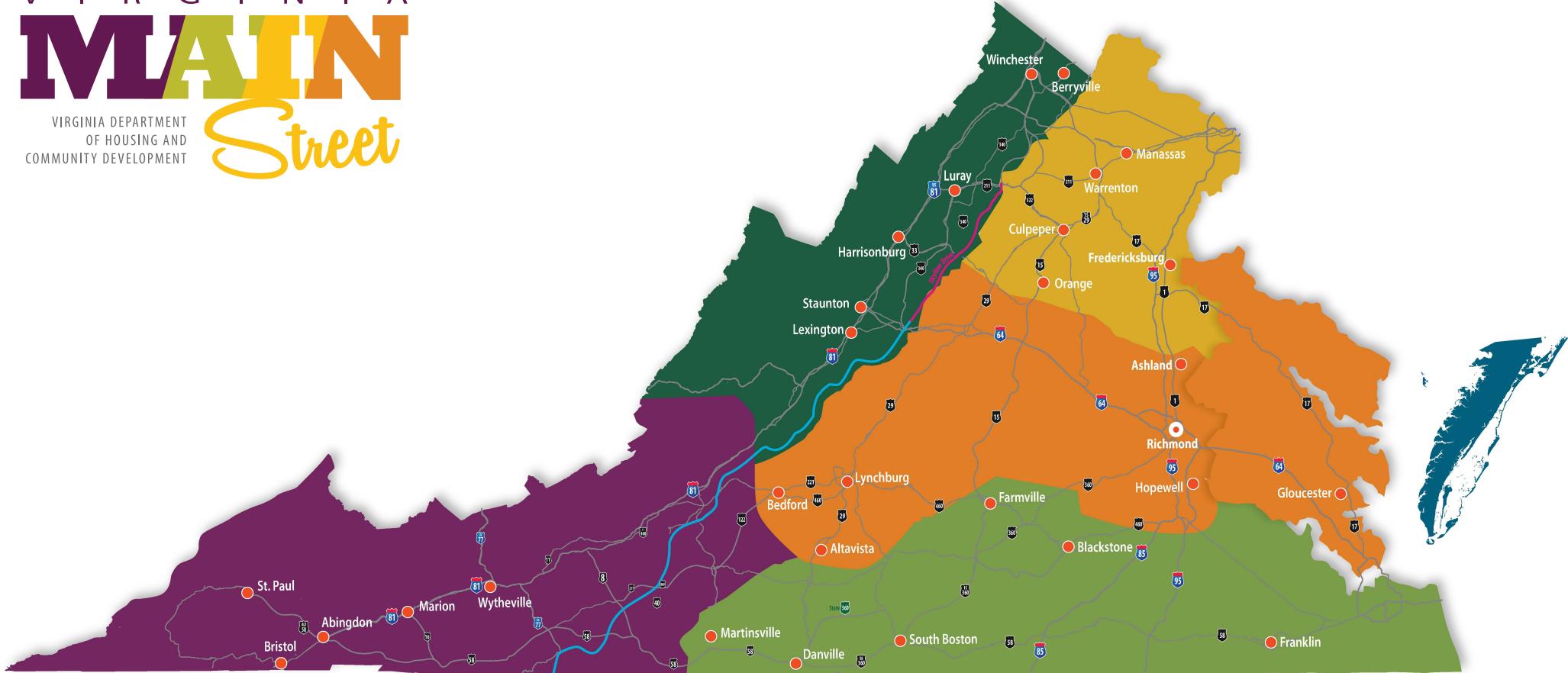
Click on Location to learn more.

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VIRGINIA MAIN Street

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT



VIRGINIA MAIN STREET COMMUNITIES BY REGIONS

| SHENANDOAH | NORTH | CENTRAL/EAST | SOUTH | SOUTHWEST |
|--------------|----------------|--------------|--------------|------------|
| Berryville | Culpeper | Altavista | Blackstone | Abingdon |
| Harrisonburg | Fredericksburg | Ashland | Danville | Bristol |
| Lexington | Manassas | Bedford | Farmville | Marion |
| Luray | Orange | Gloucester | Franklin | St. Paul |
| Staunton | Warrenton | Hopewell | Martinsville | Wytheville |
| Winchester | | Lynchburg | South Boston | |

CENTRAL / EAST REGION

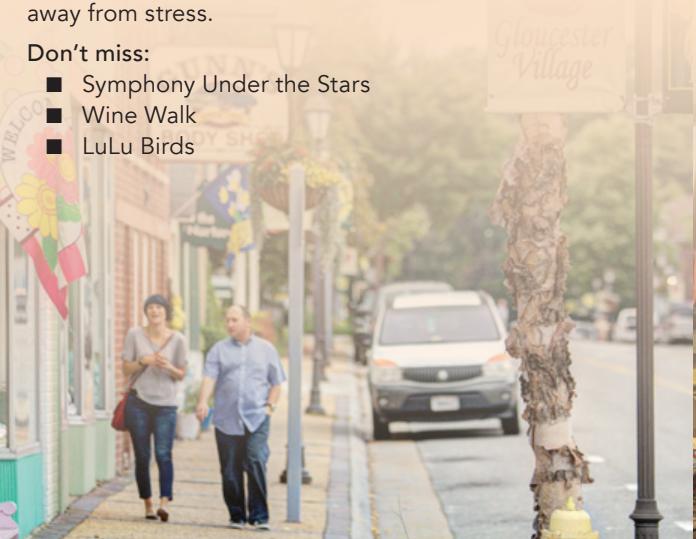


GLoucester

Located on the scenic and relaxing Middle Peninsula, Gloucester is close to the Historic Triangle but a world away from stress.

Don't miss:

- Symphony Under the Stars
- Wine Walk
- LuLu Birds



CENTRAL / EAST REGION



ASHLAND

Established as a 19th century resort town, Ashland's ability to provide a distinct, personal experience has made it known as "The Center of the Universe."

Don't miss:

- Railroad Avenue Dining and Historic Mansions
- Arts & Cultural District
- Ashland Theater
- Train Day (First Saturday in November)



CENTRAL / EAST REGION



HOPEWELL

Come to Hopewell by boat, car, kayak, or seaplane to be enthralled by breathtaking river views, mom and pop shops, and a whole lot of character.

Don't miss:

- City Point Park on the James River
- General Grant's Headquarters
- Beacon Theatre



ALTAVISTA

Founded by the Lane Company, Altavista has all the home-town magic you remember from that cedar hope chest.

Don't miss:

- Altavista General Store & Inn
- English Park/Staunton River
- Avoca Museum
- Uncle Billy's Day Festival (First Weekend in June)
- Vahseer Meadworks



BEDFORD

Bedford is as central to the American experience as it is to Virginia's geography. Nestled at the intersection of history, culture and outdoor activities, visit Centertown Bedford to reconnect.

Don't miss:

- Peaks of Otter
- National D-Day Memorial
- Centerfest (October)
- Wineries and Brewery
- Bedford Social Club



LYNCHBURG

With locally-owned shops, historic sites, arts and culture venues, delicious local eateries, and the historic Craddock-Terry boutique hotel, Downtown Lynchburg is a fantastic destination for a weekend getaway.

Don't miss:

- Amazement Square
- Bluffwalk
- El Jefe Taqueria Garaje
- Farmers' Market
- Architecture of Downtown



SOUTH REGION



BLACKSTONE

Blackstone offers a nearly unmatched authentic downtown experience; with many traditional, locally-owned businesses, the hometown experience is available every day.

Don't miss:

- Bevell's Hardware Store Annual Model Trains Display
- Happy Café
- Historic Schwartz Tavern
- Robert Thomas Carriage Museum

SOUTH REGION



FARMVILLE

Blending southern charm with the bustle of a college town, Farmville has made a name as *the* place to shop for home furnishings in the Mid-Atlantic. Thanks to the recently completed High Bridge Trail, its reputation for family friendly outdoor recreation is soaring, too.

Don't miss:

- Green Front Furniture
- j ferguson gallery
- Moton Museum
- Longwood Center for the Visual Arts



DANVILLE

Set on a scenic bend of the Dan River, Danville has reimaged downtown by adapting tobacco and textile warehouses into modern loft apartments and business centers.

Don't miss:

- Danville Museum of Fine Arts and History
- Danville Science Center
- Riverwalk Trail
- Art Trail



FRANKLIN

Long a prosperous industrial and trading center, Franklin has the architecture to prove it. Late 19th and early 20th century mansions line tree-canopied streets leading to the downtown.

Don't miss:

- Barrett's Landing Riverfront Park
- Farmers' Market
- Fred's Restaurant
- We Be Jammin' Summer Concert Series



SOUTH REGION



MARTINSVILLE

Rich in manufacturing history, Martinsville is recreating itself as a sports and recreation destination with NASCAR races and must-see hiking trails. Visit the Uptown district for galleries, restaurants, shopping, and museums.

Don't miss:

- Martinsville Speedway
- Smith River Trail System and Sports Complex
- Virginia Museum of Natural History
- Oktoberfest Street Festival (October)



SOUTH BOSTON

With its stately Victorian architecture, South Boston's downtown can captivate an open-eyed visitor, but there are plenty of offerings for the other senses here, too.

Don't miss:

- Southern Plenty
- The Prizery
- Bistro 1888
- Farmers' Market (Mon-Sat; April – October)
- Galleria d'arte



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SOUTHWEST REGION



ABINGDON

The historic "jumping-off" point for westward expansion, Abingdon has charm to spare and still serves as a bustling base camp for shopping, dining, arts, and entertainment on your SWVA adventures.

Don't Miss:

- Barter Theatre
- Virginia Creeper National Recreational Trail
- Martha Washington Inn
- William King Museum of Arts
- Heartwood
- Virginia Highlands Festival (August)



SOUTHWEST REGION

MARION

When Sherwood Anderson moved to Marion, he joined an artistic heritage that carries through today. The intact commercial district offers an array of wares as you fiddle around before catching a show at the Mayan Revival-style Lincoln Theatre.

Don't Miss:

- The Wayne C. Henderson School of Appalachian Arts
- Hungry Mother State Park
- Annual Downtown Chili Cook-off (July)
- General Francis Marion Hotel



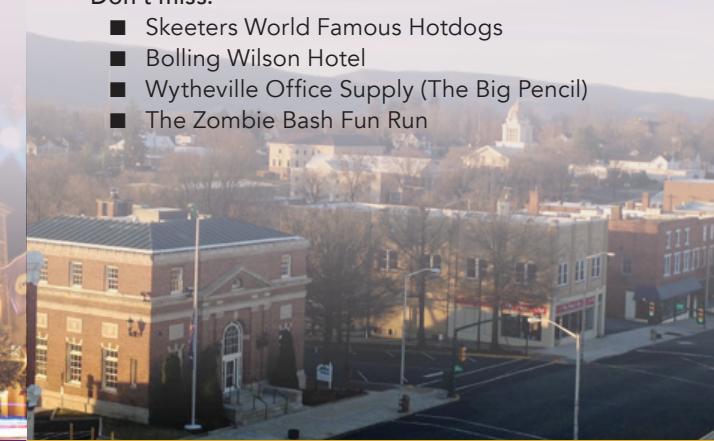
SOUTHWEST REGION

WYTHEVILLE

From the roof top lounge of the historic Bolling Wilson Hotel visitors can see the whole of downtown and mountains for miles, a reminder that in Wytheville you are in the heart of Southwest Virginia.

Don't miss:

- Skeeters World Famous Hotdogs
- Bolling Wilson Hotel
- Wytheville Office Supply (The Big Pencil)
- The Zombie Bash Fun Run

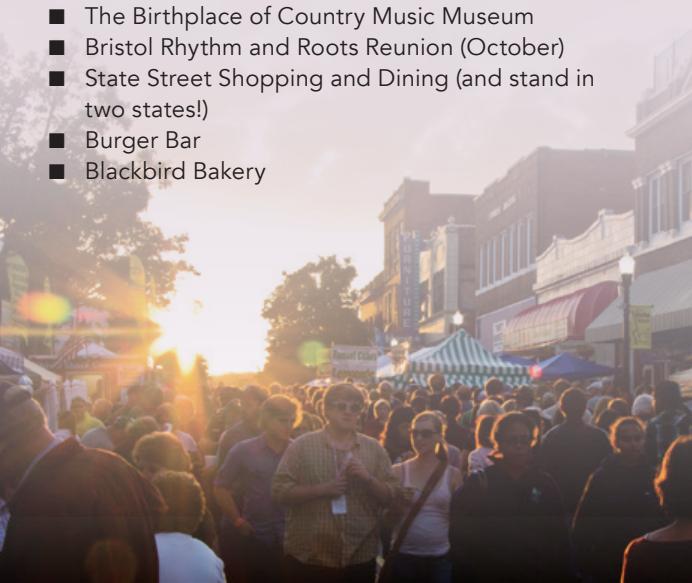


BRISTOL

With the Main Street district straddling the border of Virginia and Tennessee, there is a friendly rivalry that makes the Birthplace of Country Music sing just a little brighter. From the ghost of Hank Williams to the annual Border Bash, Bristol entertains all tastes.

Don't miss:

- The Birthplace of Country Music Museum
- Bristol Rhythm and Roots Reunion (October)
- State Street Shopping and Dining (and stand in two states!)
- Burger Bar
- Blackbird Bakery



ST. PAUL

St. Paul sits on the bio-diverse Clinch River in the Heart of Appalachia. Outdoor and environmental assets have made St. Paul a destination community where you can ride an ATV, float the river, or hike historic Sugar Hill and enjoy hometown hospitality.

Don't miss:

- Clinch River Days (June)
- Wetlands Estonia Learning Center
- Western Front Hotel (open Summer 2017)
- Spearhead Off-Highway Trails



NORTH REGION



CULPEPER

Culpeper has found the perfect balance of traditional downtown and dining and shopping destination. Recent additions include several downtown inns, two new breweries, and a distillery just down the street.

Don't miss:

- Baby Jim's Snack Bar
- Gnarly Hops and Barley Fest (April)
- Library of Congress Packard Campus for Audio-Visual Conservation
- Davis Street Gourmet and Boutique Shops
- Knackal's Bakery



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NORTH REGION

FREDERICKSBURG

George Washington slept here! Several places, in fact. As one of America's oldest downtowns, Fredericksburg has history for everyone, whether it be Colonial, Civil War or 20th Century Pop Culture – Rockabilly legend Link Wray debuted "Rumble" here.

Don't miss:

- Goolrick's Modern Pharmacy
 - Trolley Tours
 - James Monroe Museum and Library
 - Galleries, Dining and Antiques in the 40-block Historic District
- 

NORTH REGION

ORANGE

Home to two Presidents, Madison and Taylor, Orange is located in the scenic foothills between Charlottesville and Skyline Drive.

Don't miss:

- The James Madison Museum/Montpelier/Center for the Constitution
 - The Market at Grelen
 - Horton and Barboursville Vineyards
 - Historic Orange Train Station
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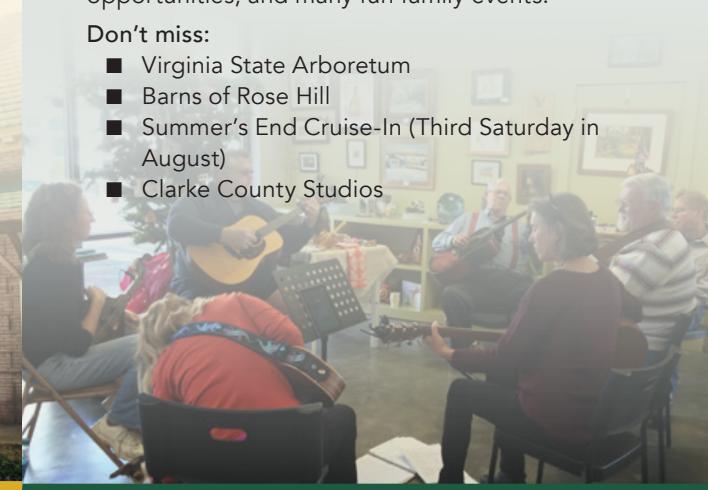
SHENANDOAH REGION



BERRYVILLE

Founded in 1798, Berryville has retained its historic, county seat allure while creating a cozy hometown feel with vibrant shops, a mix of fabulous dining opportunities, and many fun family events.

Don't miss:

- Virginia State Arboretum
 - Barns of Rose Hill
 - Summer's End Cruise-In (Third Saturday in August)
 - Clarke County Studios
- 

MANASSAS

While best known for its unforgettable role in the Civil War, Downtown Manassas is a fascinating blend of old and new. Offering an array of fine furnishings, works from local artisans, gourmet food and wine, downtown offers hours of intriguing discovery.

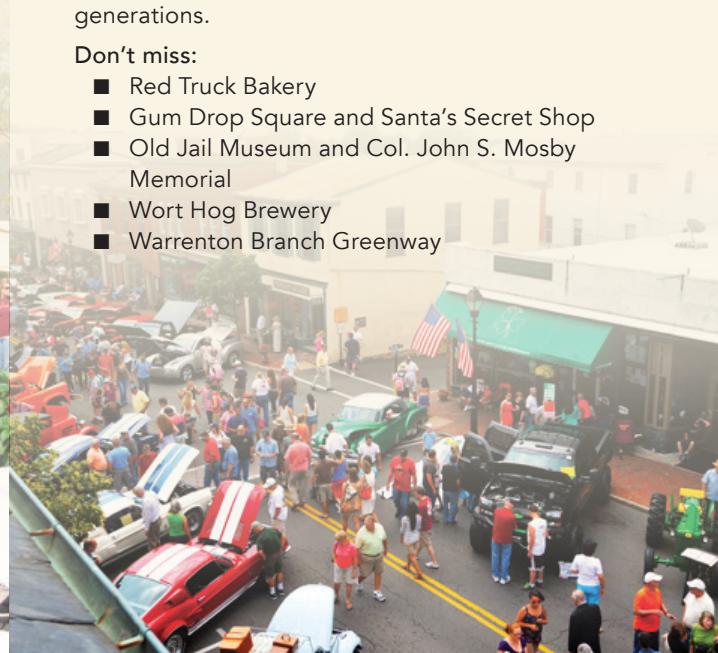
Don't miss:

- Al Fresco Dining
 - Breweries
 - Independence Day Fireworks
 - Revolving Street Art Displays
 - Bull Run Battlefield
- 

WARRENTON

In the heart of Virginia's "horse country," Downtown Warrenton continues to evolve and keep pace with current styles and trends, yet retains the family friendly, locally-owned pride that has made it genuine for generations.

Don't miss:

- Red Truck Bakery
 - Gum Drop Square and Santa's Secret Shop
 - Old Jail Museum and Col. John S. Mosby Memorial
 - Wort Hog Brewery
 - Warrenton Branch Greenway
- 

HARRISONBURG

Nestled in the heart of the Shenandoah Valley and at the doorstep of James Madison University, Harrisonburg is a hit with students as well as outdoor enthusiasts. With Virginia's only designated Culinary District, you can choose from more than 40 restaurants.

Don't miss:

- Clementine
 - Glen's Fair Price
 - Explore More Discovery Museum
 - Ruby's Arcade
- 

SHENANDOAH REGION

LEXINGTON

Cozy, quirky, and walkable, downtown Lexington prides itself on preserving the best of the past while offering up-to-the-moment dining, boutique hotels, and one-of-a-kind shopping experiences.

Don't miss:

- Lime Kiln Theater
- Lee Chapel
- Annual 4th of July Children's Bicycle Parade
- First Fridays Gallery Walk
- Natural Bridge



SHENANDOAH REGION

STAUNTON

Recently named one of "Best Small Towns in America," Staunton offers a vibrant cultural scene, great food, and friendly faces. Known for its historic architecture, Staunton is best explored by foot.

Don't miss:

- Woodrow Wilson Presidential Museum
- The Shack
- Sunspots Studio and Glassblowing
- Blackfriar's Playhouse at the American Shakespeare Center
- Shenandoah Beerwerks Trail



LURAY

Luray Caverns and Skyline Drive have long drawn visitors to Luray, as the area offers magnificent scenery and many recreational activities, and downtown welcomes you to unique shops, galleries, and restaurants.

Don't miss:

- Mimslyn Inn
- Hawksbill Greenway
- Warehouse Art Gallery
- Kayaking on the Shenandoah River
- Hiking in Shenandoah National Park



WINCHESTER

For the last 250 years Winchester has welcomed visitors with warm hospitality. It's where George Washington was first elected into office, Admiral Byrd was inspired to explore the globe, and Patsy Cline dreamed of stardom at the Snow White Grill.

Don't miss:

- Downtown Pedestrian Mall
- Bright Center
- Shenandoah Valley Discovery Museum
- Taylor Hotel and Pavilion
- George Washington Hotel



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