



2016 ANNUAL REPORT

The goal of the Economic Restructuring Committee is to increase economic vitality within the business district.

The Downtown Business District has seen a significant amount of growth in 2016. A total of five new businesses and 14 employees have joined the district.

NEW BUSINESS

Businesses opening within the district for 2015-16 were: Commonwealth Vape, Higher Jiu Jitsu of Altavista, Pretty Please on Broad, SOVA Firearms and Womack's Detailing. A grand opening for Vahseer Meadworks was held in April 2016, with special guest, Sandra Adams, Commissioner of Agriculture.



FEASIBILITY STUDY

In March of 2016, Altavista On Track received a \$10,000 grant from Governor McAuliffe's office to complete a feasibility study on 616 Broad Street. This property occupies 25% of Broad Street and has remained vacant since 2010. The results from the study and a plan for redevelopment will be completed in August 2016.

SUCCESS CONTINUES FOR POP-UP ALTAVISTA WINNERS

One year after completing AOT's inaugural program, three area businesses continue to grow



ALTAVISTA MEDICAL & ONCOLOGY MASSAGE THERAPY

Sivly Perkins, a certified massage therapist, wanted to fulfill a need in the region for issues such as therapeutic massage, medical massage, cancer/oncology massage and lymphatic massage. Sivly was awarded \$2,500 from Pop-Up Altavista and was able to open her business in the summer of 2015. Since her opening, Sivly has hired an additional therapist to expand her business. She was also featured in the state-wide Small Business Development Center Client Profiles magazine for 2016. Altavista Medical & Oncology Massage Therapy is located at 600 Broad Street, Altavista.



MITCHELL'S SALON ON 7TH

Though Mitchell's Salon on 7th was an existing business, owner Gwen Synder Wells participated in the Pop-Up program to expand the retail space in her salon. Gwen was awarded \$10,000 to redesign her retail space and add an additional product line with Bare Minerals Cosmetics to her store. Gwen was able to increase her retail sales with the addition of Bare Minerals into her salon and has also been able to hire more stylist. The newest addition to Mitchell's Salon on 7th is Esthetician Jessica Sundblom with Blum Esthetics. Mitchell's Salon on 7th is located at 503 7th Street, Altavista.



VAHSEER MEADWORKS

Jerome Snyder, owner of Vahseer Meadworks had studied the techniques behind craft brewing for years, and he always dreamt of operating his own meadery. Mead is the ancient alcoholic beverage using the ingredients of honey, water, fruits, herbs and spices to create a "honey-wine." After completion of the Pop-Up program, Jerome was awarded \$10,000 to start-up his business in the fall of 2015. Vahseer Meadworks is now the twelfth meadery in the Commonwealth. The Commissioner of Agriculture, Sandra Adams was invited for the grand opening to celebrate Jerome's use of Virginia local honey and agriculture products to create his mead. Vahseer Meadworks is located at 621 C Broad Street, Altavista.

ADDITIONAL POP-UP SUCCESS

\$315,000+ PRIVATE INVESTMENT BY POP-UP PARTICIPANTS

114% RETAIL INCREASE REPORTED BY ONE PARTICIPANT

14 NEW JOBS IN DISTRICT

PARTICIPANTS THAT DID NOT RECEIVE AWARDS HAVE SINCE STARTED OR EXPANDED BUSINESSES IN ALTAVISTA

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The goal of the Promotions Committee is to increase the visibility of Downtown Altavista through events, marketing and business interaction.

CLASSIC CAR CRUISE-IN

Altavista On Track hosts monthly Classic Car Cruise-Ins on the first Saturday from May-September. This event brings awareness, foot traffic, dining and shopping to the Town of Altavista.



Glenn Miller presents the July Cruiser of the Month award to Larry Brummett and his 1948 Chevrolet. Miller's Jewelry is owned by Glenn and Linda Miller. They sponsor the Cruiser of the Month award.

VISTA FLIX

In 2016, AOT coordinated with the Altavista Area YMCA Arts Council to bring back Vista Flix. This decision was made in response to citizens requesting family entertainment. The first show attendance was approximately 75.

"A belated thank you to the organizers and attendees for the Vista Flix movie on Saturday...A special thank you to the lady who held up my friend's daughter in the bathroom so she could wash her hands since I was carrying my six month-old...those actions, and the experience as a whole, are a reminder of what makes this town great. My husband and I are looking forward to the day we can move back."

Kayley Mayhew (via Facebook comment)

OTHER AOT EVENTS

Giblet Jog—The annual Thanksgiving Day 5k is AOT’s main fundraiser and brings approximately 400 people to Altavista for this family-friendly event.

Scarecrow Stroll—Businesses, organizations and individuals alike participate in this event to create the best scarecrow in Altavista. This event raises awareness about Altavista with media coverage and increases community foot traffic.

Town-wide Trick-or-Treat (*co-sponsored with the Altavista Journal*)

MARKETING



In partnership with the Altavista Office of Economic Development, Altavista On Track worked to create a new tourism brand for the Town of Altavista. “Come Find One-of-a-Kind” was selected because it truly describes the uniqueness of everything Altavista has to offer, from stores, recreation, restaurants, and more. This year, the brand has been featured in Lynchburg Life Magazine, Living in the Heart of Virginia with WSET, and on new tourism brochures created by Blair Marketing.

SOCIAL MEDIA AND WEBSITE

Altavista On Track launched a new and improved website in July 2015. With the assistance of the Altavista Office of Economic Development, the marketing of this site has increased to improve the Town of Altavista’s tourism. Social media continues to grow with 254 new Facebook likes and a new Instagram account.



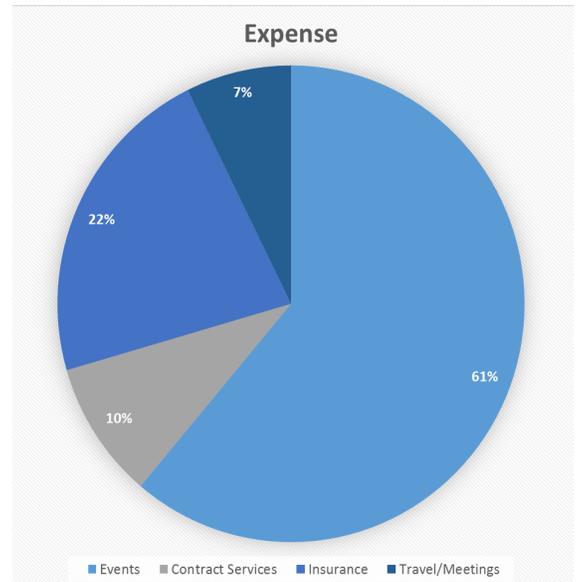
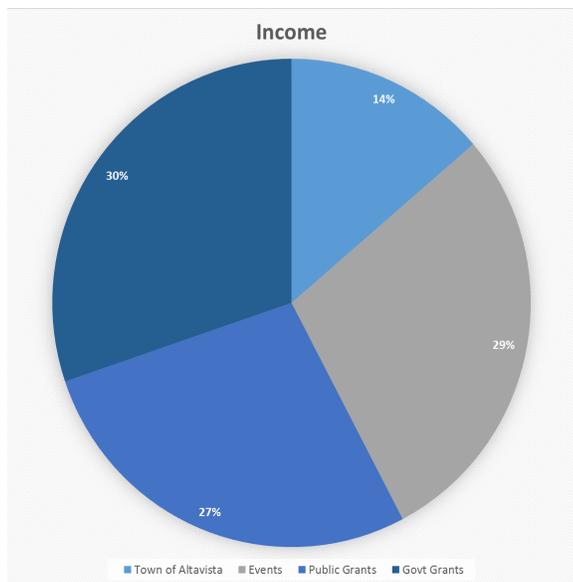
FIND US ONLINE AT WWW.ALTAVISTAONTRACK.NET

The goal of the Organization Committee is to support the organization by fundraising and the recruitment of volunteers and board members.

GIBLET JOG 5K

The 9th Annual Giblet Jog 5k was held on Thanksgiving Day. This year's race produced over 300 runners, and generated over \$13,000 for Altavista On Track's revitalization efforts.

INCOME AND EXPENSES FOR 2015-16



2,000
VOLUNTEER HOURS
CONTRIBUTED BY AOT BOARD
AND COMMUNITY VOLUNTEERS

VOLUNTEERS
NEEDED TO
HOST ONE
CLASSIC CAR
CRUISE-IN

12

NEW BOARD OF DIRECTORS

JULY 2015

Linda Rodriguez

MARCH 2016

Dee Cousins

The goal of the Design Committee is to encourage physical improvements in the district, educate property owners about proper preservation and beautify the district.

VIRGINIA COMMISSION FOR THE ARTS GRANT —

In July 2016, Altavista On Track, in partnership with the Town of Altavista and the Altavista Area YMCA Arts Council was awarded \$5,000 by the Virginia Commission for the Arts. This grant, to be matched by the Town of Altavista, will allow Altavista On Track a total of \$10,000 to continue with its goal of incorporating street art in the town.



DOWNTOWN WALKING TOUR —

In July 2015, the Design Committee included in their annual plan of work to conduct a walking tour to assess the condition of downtown buildings, sidewalks and overall appearance. The tour was conducted in the fall with the Design Committee and board members. This tour initiated the application for the 616 Broad Street property, resulting in a \$10,000 grant to conduct a market study and redevelopment plan.



HISTORIC SIGNAGE —

The Design Committee was tasked with evaluating the best option for historic signage in 2015-16. After the consideration of many options, Altavista On Track has included in their FY2017 budget allowance for highway signage. This option was chosen to capture traffic traveling outside the town limits.

FROM THE MAIN STREET COORDINATOR



Emelyn Gwynn

Greetings Altavista,

I feel honored to say that it has been a little over a year since I started working in Altavista. Over the past year, I have come to admire the community spirit, charming downtown area, peaceful parks and riverside. With this admiration in mind, Altavista On Track wanted to focus on organizational and work plan efforts. This year I am proud to say that Altavista On Track has accomplished huge steps towards the revitalization of Altavista's Main Street District.

In the past year, AOT was awarded four grants for revitalization efforts. We have strengthened our partnerships with the Office of Economic Development, Small Business Development Center at CVCC, Altavista Area Chamber of Commerce, Lynchburg Regional Business Alliance, Altavista Area YMCA, and of course, the local business community. We feel that through these partnerships, AOT will be able to provide better resources to the community. AOT has focused a great deal of attention to marketing the Town of Altavista as a destination point to truly "*Come Find One-of-a-Kind*".

As Altavista On Track's new fiscal year approaches, we are excited to see our new programs launch. This fall we will complete a feasibility study for the property at 616 Broad Street, we will host Pop-Up Altavista 2.0 and we will team up with community partners to establish public art in the downtown area.

I am especially looking forward to another year in Altavista and serving the community alongside Altavista On Track Board of Directors and our community partners.

Sincerely,



Emelyn Gwynn
Main Street Coordinator

BOARD OF DIRECTORS

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Herb Miller, **Treasurer**

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Dee Cousins

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