

We've come a long way!

An inspired downtown.

Established in 2003, HDR set out to reverse the devastating impact many years of economic decline had on the downtown. Previously marred by vacancies and boarded up buildings – downtown's historic buildings are now filled with coffee shops, breweries, urban lofts, restaurants, boutiques, and more.

How did we do it? By working with developers and entrepreneurs to find new economic uses for old buildings, supporting historic preservation, initiating beautification projects, planning festive events, and helping existing business thrive and new ones to open. Visionary entrepreneurs, property owners, and developers saw the potential within downtown's buildings.

Since 2003

\$66 MILLION in private investments

\$23.1 MILLION in public investments

Voted Best Use of Taxpayers' Money

- *Daily News-Record*, Annual Readers' Survey
6 years & counting (2010-15)

Driven to act.

We're not in this alone. We ask community members to roll up their sleeves and put their time, energy, and donations where their hearts are – downtown!

Since 2003, HDR has empowered volunteers to donate over 90,000+ hours -- that's \$2 million worth of volunteer work

Volunteers are our advisors, project managers, champions, and workforce. Public and private partnerships form our backbone and include the City of Harrisonburg, community groups, arts organizations, JMU, and so many others.

2014 Great American Main Street Award Winner

Designated Virginia's First Culinary District

Awarded **\$175,000** in grants toward the improvement of **98** building improvement projects over **12** years.

Nationally recognized. Locally powered.

Harrisonburg Downtown Renaissance leads an ongoing, comprehensive, downtown management program. An award-winning member of the Main Street America network, we have received national accreditation by the National Main Street Center and follow its Main Street Four-Point Approach™.

HDR is part of a larger movement of downtown organizations that have a proven track record for celebrating community character, preserving local history, and generating impressive economic returns. We work with the support and guidance of Virginia Main Street – a program of the Virginia Department of Housing and Community Development.



Harrisonburg Downtown Renaissance

Andrea L. Dono, Executive Director
Lauren Huber, Director of Resources
Kim Kirk, Director of Promotions
Katie Yount, Director of Events

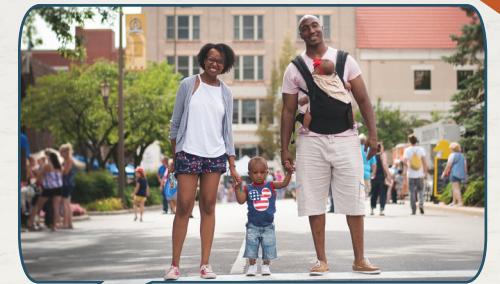
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www.downtownharrisonburg.org

 **Friends of
join Downtown**

Harrisonburg Downtown Renaissance (HDR) brings ideas and people together...



to make downtown an exciting and attractive place to live, work, invest, and visit.



We can't do it without our Friends.

Our Work is Not Done.

There's more to do:

- Conducting customer research
- Recruiting new businesses
- Sharpening our competitive edge
- Enhancing downtown's appearance
- Attracting more people downtown
- Planning business workshops & assistance programs
- Facilitating new development projects
- Hosting new networking groups
- Recruiting new & diverse volunteers
- Growing festivals & events

New projects are already in the works, great ideas are being formed, and innovative concepts are just waiting to be implemented.

We Need You.

We can't do it without our Friends.

HDR is a private, nonprofit organization that relies on the generous contributions of its supporters. When you become a Friend, you're letting us know that:

- You like what's happening downtown;
- You want to see more of it; and
- You want to be a part of it.

As a Friend, you are investing in downtown's future and making HDR's work possible.

“ I love downtown because of the strong sense of community. Faces change over time, but the feeling of ‘we're all in this together’ continues. ”

-- Lauren Penrod
Owner of Midtowne Market & Bottle Shop

Join Us.

To show our appreciation, we offer public recognition, Friends-only events, social gatherings, opportunities to give feedback on our projects, and much more!

	Visionary	Leader	Innovator	Believer	Collaborator
Donor Benefits	\$1,000+	\$500+	\$250+	\$100+	\$50+
Investment in downtown revitalization	■	■	■	■	■
Recognition in HDR's newsletter	■	■	■	■	■
Receive an HDR Friend window cling	■	■	■	■	■
Invitation to exclusive Friends' events/seminars	■	■	■	■	■
Inclusion in the Downtown Dollars program*	■	■	■	■	
Link on HDR's website*	■	■	■	■	
Invitation to the Donor Appreciation Reception	■	■	■	■	
Inclusion in downtown networking organizations*	■	■	■		
Blog article highlighting your business*	■	■			
Recognition at HDR's Celebration & Reception	■				
Recognition at the Advisory Board Breakfast	■				

* Indicates benefits to qualifying downtown businesses.

Become a Friend.
Visit downtownharrisonburg.org/join or mail a check payable to HDR, 212 S. Main St. Harrisonburg, VA 22801

Harrisonburg Downtown Renaissance is a 501(c)3 organization. Your donation may be tax deductible.

Imagine the possibilities.

