

MESSAGE FROM THE PRESIDENT

At this time of year full-time residents line the streets and avenues of Cape Charles, not quite as busy as during the Summer season but still thriving for our business community! Locals are taking advantage of the “Locals Specials”, like Kelly’s Prime Rib Mondays, Cape Charles Brewery’s half priced burger Wednesdays, Ladies Night at Deadrise Pies on Wednesdays, just to name a few! You can basically eat your way through town with local specials! Your reward for sharing our town for the Summer!

Its only October but you know we are already starting to think about the holidays and so is Cape Charles Main Street! Working to organize special events and entertainment for Festive Fridays and sending invitations to Mr. and Mrs. Claus to make sure they can squeeze in a visit to Cape Charles for the season! Want to help out during Festive Fridays? Email capecharlesmainstreet@gmail.com and let us know!

Remember to “SHOP LOCAL” first and support our local “makers” whose talents line the shelves of our shops. Read on to learn about the most unique gift this season, the first of a series of Cape Charles Holiday Ornaments! Grab yours today because there is a limited amount and will definitely go fast! They are available at Chuckletown Productions, Moonrise Jewelry and Bay Haven Inn of Cape Charles. If you are a merchant and want to sell them in your store, contact CCMS to get set up.

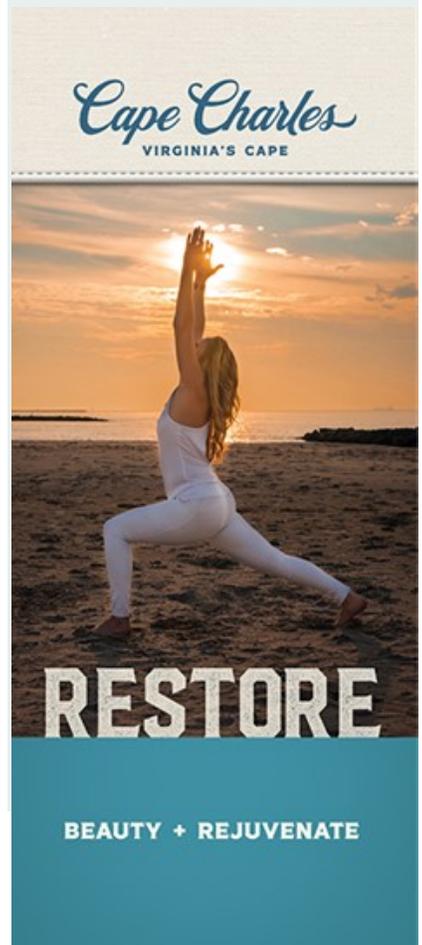
Mark your calendars for some exciting Holiday season events like Dec 7th Lighted Golf Cart Parade, Grand Illumination and Lighted Boat Parade as well as the Historic Cape Charles Cookie Trail December 15th and ending the year December 31st with the Crab Pot Drop on Mason Ave just to name a few!

The Festive Fridays Event Guide will be out soon which will have a complete list of happenings between Thanksgiving and New Year’s, keep your eyes peeled for that while following updates on capecharlesvirginiacape.com ; and following us on FB and Instagram at Cape Charles Virginias Cape.

Tammy Holloway

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“LOVE” WAS IN THE AIR



Love was truly in the air as Cape Charles celebrated the 50th anniversary of Virginia’s signature slogan “Virginia is for Lovers.” The Summer of LOVE events, sponsored by Cape Charles Main Street, was made possible by funding from the Virginia Tourism Corporation, the Town of Cape Charles, Citizens for Central Park and the many hours given by dedicated volunteers.

The LOVEfest kickoff was held on July 6 with fun activities including a decorated VW van for a photo op, games and toys for the kids, a special offering of



“Love Birds”

of the Cape Charles Brewery’s “Love Lager” served in a one-of-a-kind event cup. Tee shirts (just a few left if you missed getting yours), corn-hole game

raffle tickets, and other memorabilia were for sale, and a “far out” concert by *The English Channel* entertained the dancing crowd. This was followed on July 11 by a “Summer of LOVE” golf cart parade, with almost 20 entries, and a sunset celebration with a beach bonfire.

Thanks are extended to the dedicated volunteers whose endless hours of work helped to insure the success of our fun summer event. Special thanks go to Tammy Holloway, CCMS President, Karen Zamorski, CCMS Program Di-

rector, and Jane McKinley, volunteer-with-many-hats. Thanks to Beth and Davies Storrs who put in many hours to plan and execute the “Hearts for LOVE” campaign which raised almost \$1,000 in \$1 donations for the maintenance of Cape Charles’ signature LOVE sign. Kudos to the many businesses that hosted collection boxes and displayed red hearts in their windows and on their walls.

Through the many open-hearted donations to the “Virginia is for LEARNERS” campaign, we, once again, saw the LOVE generously shared. Through the school supply drive for Northampton County schools, 20 boxes of supplies and \$630 in monetary donations were collected. Thanks to Nancy Proto and her team, Ellen Moore Gallery and the Love Birds raffle, and the collection sites throughout town for the role they played to make this campaign a big success.

Thanks also go to the Lemon Tree Gallery, The Oyster Farm at Kings Creek, Love + Rosemary Catering, Cape Charles Distillery and Eastern Shore Signs for sponsoring the 1969 era movies

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Hearts for LOVE Display 2

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which were offered to the community free of charge.

And thanks to Emily Smith, local mural artist, for the beautiful “Summer of LOVE” mural painted on Mason Ave which was truly the talk of the town.

With all these events, including the Art Filled Weekend with the Plein Air event and a sell-out “Sip & Dip,” promotions offered by Cape Charles businesses, photo ops all around town, and the sporting of 60’s flowers, jewelry and more on people and golf carts, the Cape Charles “Summer of LOVE” couldn’t have been a greater success!!



Virginia is for Learners Donations

FESTIVE FRIDAYS PROMISES BIG FOR 2019



Planning for Festive Fridays, which begins on Nov. 29, is in full swing. All CCMS committees are busy working on sponsorships, getting Strawberry Street Plaza decorated with Santa House and more, Friday entertainment, and getting the word out via social media, advertising and public relations efforts. All Cape Charles businesses are being kept in the loop so they can leverage those Fridays to feature specials and events. Save the date cards are in businesses up and down the Shore and across the bay. The Festive Fridays Event Guide is in the works and should hit the streets around November 1st.

A special focus this year will be to make it a “Festive Weekend,” encouraging locals and visitors to enjoy the offerings taking place throughout the weekends as well.

UPDATE ON CCMS ACTIVITIES

In addition to settling into our new home, Cape Charles Main Street committees continue to work on their initiatives. Many of these items are ongoing with interim milestones having already been met.

Design Committee

Phase 1 of Strawberry Street Plaza is under review. The Design Committee is in the process of evaluating many factors that will provide direction for Phase 2 enhancements. Items under review include usage (including traffic flow), sun/shade patterns and the success of the new seating, planters and other amenities which were introduced in the initial phase.

Recommendations offered by Frazier Associates, an architecture and planning firm hired by CCMS to assist with Streetscape design and renovation, have been received and are being addressed.

The Design Committee is making recommendations for upcoming Holiday decorations and continuing its research for a kiosk to be installed in the Plaza. Research is also underway to obtain details for creating an interactive Town map. Plans are being finalized for a new mural to be painted on the 207 Mason fence, and painting will begin soon. Stay tuned for an exciting new theme taking shape!

A master list of signage requirements is under development which will identify all navigational signs into and throughout town. A community information session on new replacement sign initiatives will be held soon.

Promotions Committee

The Promotions Committee was busy throughout the summer with the "Summer of LOVE" offerings. The Plein Air event drew ten artists with 11 pieces of artwork sold at the reception. The "Sip & Dip" event had 20 participants with a waiting list! Both of these events will be held again next year. The current event for this committee is Festive Fridays for which

planning is well underway. See the Festive Fridays article in this newsletter for more information.

Economic Vitality Committee

At the direction of the Economic Vitality Committee, CCMS updated its zip code survey in August. 1,384 visitors were surveyed by the participating merchants with 584 unique zip codes representing 34 states. Hawaii was the furthest state! It was determined that 83% of the visitors were from outside of the Eastern Shore of which 35% were within a 2-hour drive. The merchants who supported the survey received a personalized data packet showing the results for their individual shops. This survey, to be repeated on a quarterly basis, will be used to help direct future marketing efforts.

"We are excited about the next mural to be painted on the fence at 207 Mason. It will capture the spirit of the town as it transitions from fall through winter into spring. This will be the second painting, following the Summer of LOVE, which is slated for update every 6 months."

Mollie Pickron, Design Committee Chair

Organization Committee

As a viable Main Street town, Cape Charles must become as self-sustaining as possible, with minimal reliance on other sources for its funding. To support this goal, the primary focus of the Organization Committee over the past few months has been on fundraising. All *CCMS in Motion* letters have been sent to individuals and corporate letters will be mailed this fall. The next fundraising project will be the commemorative ornaments which are now available for purchase. This year's ornament will set the theme for subsequent ornaments which will feature Cape Charles landmarks. See the Commemorative Ornament article in this newsletter for more information.

ON THE BUSINESS FRONT

BAY HAVEN INN



Congratulations to Tammy Holloway for her recognition as 2019 Small Business Person of the Year by the Eastern Shore of Virginia Chamber of Commerce. This annual award goes to individuals who have positively affected the community through their products and reputation as a civically responsible employer who provides an excellent work environment. In his introductory remarks at the awards dinner, Robie Marsh, Executive Director, recognized Tammy as “a driving force of leadership ... who totally gets how businesses can thrive by helping others, by communicating better with each other to fully support their communities.” Her leadership in the Cape Charles Business Association and, subsequently, *Main Street Connect* along with “taking on the daunting task of getting the small Town of Cape Charles in the spot light to be a designated VA Main Street,” Tammy is a well-deserved recipient of this award.

Tammy and husband, Jim, purchased Bay Haven Inn of Cape Charles in 2011 and opened it as a premier Cape Charles B&B shortly thereafter. In addition to restoring the wrap-around porch and creating a manicured landscape, they have worked respectfully to maintain the history and grandeur of this home reminiscent of the period.

Bay Haven Inn of Cape Charles is located in the historic district at 403 Tazewell Ave.

PERIWINKLES

Periwinkles, a women’s consignment shop located at 215 Mason Ave, was recently featured in the “Eastern Shore First” monthly journal as a popular resale boutique destination and noted as the Best Consignment Shop in the Eastern Region by Virginia Living magazine for the last 3 years in a row. Suzanne Golibart, owner, has also been honored as the Eastern Shore Chamber of Commerce as its Small Business Person of the Year. The article describes Golbart’s journey from small start-up shop to today’s “high-end clothing boutique.” To read more of this article, go to the [September 2019 issue](#) of “Eastern Shore First.”





MOMMA HEN'S & CO

Our newest retail business, Momma Hen's & Co owned by Amanda Gerber, has just recently opened in Strawberry Street Plaza. Appealing to women and teens, Gerber's shop offers a selection of affordable and fun clothing and accessories.

Momma Hen's & Co is open 10:00—5:00 pm, Tuesday—Saturday. For more info, go to mommahensandcompany.com and #mommahensandcompany.

"DROP IT" RECEIVES INNOVATION AWARD

WineRX is proud to receive the Innovation Award for "Drop It" at the ECRM Marketgate: Global Wine, Beer & Spirits Program during The Grand Tasting Awards! Local founder, Jennifer Corcoran, developed this product to aid in eliminating the negative side effects of wine that some people experience. Drop It is the only all natural product on the market that reduces both tannins and sulfites in wine with a few drops working its magic with red, white or sparkling wine.

To see an interview with Corcoran, go to [ECRM LinkedIn](#).



CCMS HAS A NEW OFFICE

Located in a 900 square foot space in the old John Burdiss office at 718 Randolph Ave, Cape Charles Main Street now has an official home! Current hours are 10:00 am—noon, Tuesday—Friday or by appointment.

Shout out goes to our team who continuously works hard to better serve our business community: Karen Zamorski, Patricia Mann Sepety, Bill Stramm, Donna Moyer, Patsy Harris, Laura Dodson, and Mollie Pickron. Thanks also to Kyle Meyer of the Virginia Housing & Community Development Corporation for his help. And to community members who generously donated much needed equipment and supplies.



Our new home at 718 Randolph Ave.

CAPE CHARLES DAY AT THE ESVA WELCOME CENTER

“The streets of Cape Charles were hopping and many mentioned their stop at the Welcome Center.”

Cape Charles Main Street “set up shop” at the Eastern Shore of Virginia Welcome Center on September 28th. CCMS did shout outs to all visitors, encouraging them to stop in at Cape Charles and experience all our beautiful town has to offer.

Suzanne Golbart, Owner Periwinkles Local merchants participated by offering something unique as an incentive to visitors to make a detour into Cape Charles—on that day or on a future return trip. The event was a big success with over 445 people stopping by! Our booth was set up in a prominent spot outside which provided good exposure and enabled us to reach every single person that visited the Welcome Center that day. CCMS volunteers engaged visitors in a shell game that gave them merchant prizes of coupons, free gifts and other exciting giveaways. And, with free popcorn provided by Eastern Shore Tourism Commission, a new town map to show them how to get there and their shell game prize, visitors were happily sent on their way in the direction of Cape Charles!

CCMS IN MOTION

The *Cape Charles Main Street in Motion* fundraising campaign is well underway and, to date, has met 89% of its goal. With the enhanced Strawberry Street Station, new banners & lampposts, establishment of a marketing baseline, “Summer of LOVE,” and support given to 23 new businesses which created over 115 new jobs, CCMS has been instrumental in leading positive change and continues to move forward!

The funds to be raised will serve to further the Cape Charles Main Street mission to “create a vibrant and attractive downtown that preserves historical character, encourages economic development and enhances the quality of life” for everyone who lives, works and visits Cape Charles, Virginia’s Cape.

There is still much that we want to do, and funds raised through this campaign will help to reach many of the CCMS 2020 goals to include initiating a streetscape program, building a vibrant and thriving shoulder season economy, providing signage and town map to help direct visitors and guests, and developing a recruitment and retention plan for downtown business.

If you haven’t already done so, please consider supporting the *Cape Charles Main Street in Motion* campaign. You can mail a check, payable to Cape Charles Main Street, to P.O. Box 567, Cape Charles, VA 23310 or contact us with your name, billing address, phone number and email information at capecharlesmainstreet@gmail.com. To donate online, visit <https://cape-charles-va-main-street-inc.square.site/donations>.

CAPE CHARLES COMMEMORATIVE ORNAMENT COMING THIS
HOLIDAY SEASON



In our quest for new ways to fundraise in support of efforts to become self-sustainable, Cape Charles Main Street is pleased to announce a new merchandising item which is available now through the 2019 holiday season.

The first in a series of Cape Charles themed Christmas ornaments, this is a limited-edition ornament of the Cape Charles Water Tower. Made by the same company that produces the White House Christmas ornament, it is a beautiful representation of one of Cape Charles' iconic landmarks. The ornament will come packaged in a gold box with a card that details the story and history of Cape Charles' three lighthouses and how this particular structure became our water tower.

UPCOMING EVENTS

Trunk or Treat
October 26, 3:30
Mason Avenue

Start the Halloween activities early with a visit to Mason Avenue. Bring your trick-or-treaters to the businesses and to the cars with trunks full of goodies for a scary journey through the business district.

Haunted Harbor
October 26, 6:00—7:30 pm
The Docks at Cape Charles Harbor

Bring your ghouls & goblins out for a spooktacular event of Trick or Treating on the Docks.

Historic Society Oyster Roast
Nov. 30, 4:00—8:00
Cape Charles Museum

Join friends at the Society's 22nd Oyster Roast and enjoy roasted oysters and other delectables along with live entertainment. Go to Museum [website](#) for info on purchasing tickets.

Festive Fridays
Every Friday, Nov 29—Dec 20
Mason Avenue

A Cape Charles signature and seasonal family-friendly event! Join your friends and neighbors each Friday evening between Thanksgiving and Christmas for festivities and holiday lighting, carriage rides, specialty food, Santa pictures, free holiday movies and general holiday revelry.

Check the [CCMS Facebook page](#) for information on upcoming holiday events including the Lighted Golf Cart Parade and Grand Illumination, Lighted Boat Parade, Historic B&B Cookie Trail and New Year's Eve Crab Pot Drop.



Cape Charles Main Street , Inc.

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- Tammy Holloway, President
 - Andy Buchholtz, Vice-President
 - Laura Dodson, Economic Vitality Chair
 - Donna Moyer, Organization Co-Chair
 - William R. Stramm, Organization Co-Chair
 - Mollie S. Pickron, Design Chair
 - Patricia A. Harris, Promotions Chair
 - Karen Zamorski, Program Director
 - Paul L. Strong, Treasurer
 - Patty Sepety, Adm Assistant