



MESSAGE FROM THE PRESIDENT

Resilience, Partnership and Kindness. When I think about the many efforts CCMS makes, those are the words that come to mind. And all of us as a Cape Charles Community has demonstrated them this year.

Our businesses, residents, town staff and leadership have all shown **resilience** over the last 6 months. Working together as **partners** to creatively come up with ways to pivot and work through the challenges at hand. All of us showing **kindness** and support to our town staff who worked endlessly throughout the pandemic, residents finding ways to support our local businesses and businesses helping one another through uncharted territory.

I want to share a demonstration of kindness that CCMS was able to be a part of during the toughest part of the pandemic. We had a couple contact us that wanted to help our business community but was uncertain of how to go about that. We came up with the idea to use their \$500 donation to purchase gift cards from our main street business community AND give these cards back to our front-line workers including police, post office, UPS, Fed Ex and our amazing town public works team (see pictures on the right of a few of these gift events). Talk about a WIN/WIN scenario! The anonymous donors know who they are and on behalf of the business, recipients and CCMS we thank you for your generosity!

Tammy Holloway

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CAPE CHARLES WINS BIG IN 2020



Cape Charles won big this year in the Virginia Living Magazine's "Best of Virginia" awards for Eastern Virginia. 27 of our businesses and attractions brought home a "Best" award chosen by the readers of the Virginia Living magazine. And of the 27, 9 were first place winners! If you weren't able to make it to the CCMS celebration, the list of award winners below will help you catch up on the news. Thanks are extended to all of our fine Cape Charles businesses and the huge contributions they make to our town!

Entertainment & Events

- At Altitude Gallery – Best of Virginia Art Gallery
- Cape Charles Beach – Best of Virginia Tourist Attraction
- Palace Theatre – Best of Virginia Historic Theater

Travel

- Bay Haven Inn of Cape Charles – Best of Virginia Bed & Breakfast
- Hotel Cape Charles - Best of Virginia Hotel

Food & Beverage

- Brown Dog Ice Cream – Best of Virginia Ice Cream Shop
- Buskey Cidery – Best of Virginia Cidery
- Cape Charles Brewing Company – Best of Virginia Brewery
- Cape Charles Coffee House – Best of Virginia Coffee Shop
- Cape Charles Candy Company – Best of Virginia Chocolatier
- Chatham Vineyards on Church Creek – Best of Virginia Vineyards
- Cape Charles Distillery – Best of Virginia Cocktails & Distillery
- Coastal Baking Company – Best of Virginia Bakery
- Hook @ Harvey - Best of Virginia Restaurant
- Kelly's Gingernut Pub – Best of Virginia Bar with the Best Atmosphere

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"It is an honor for Brown Dog Ice Cream to be voted one of the best ice cream shops in the Eastern Region of Virginia for the 6th year running. We appreciate the amazing support from all of our customers who visit each year from all over Virginia as well as our local customers." Miriam Elton, owner, Brown Dog Ice Cream

"We are extremely honored to be in the mix of such good businesses – people who really care!" Jordon Dail, owner, Cape Charles Candy Company

"We are so honored to have been chosen and proud of the business community as a whole for having received so many awards. This speaks to the loyalty of our customers and the uniqueness and individuality of our small-town businesses." Meredith Lust, designer and owner, Moonrise Jewelry

BUSINESS GETTING BACK TO “NORMAL”

It’s hard to really know what’s “normal” these days. We have all adapted well to the addition of face coverings and keeping a safe distance from others in public spaces. And these new habits promise to become a regular part of our “normal” lives for some time to come. However, with the lifting of the state’s Phase One shutdown and a cautious re-opening of some non-essential businesses, Cape Charles began to return to some sense of normalcy in early June.

As of July 1, we are now in Phase Three of the “Forward Virginia” reopening plan. Stores, restaurants and bars no longer have capacity limits, but social distancing measures are still required. Masks must still be worn inside of these businesses unless the customer is eating or drinking. Close proximity at bars is not allowed and these



Kelly’s has moved tables & chairs to their bar area and the Distillery has relocated their cocktails to the outside.

businesses have either closed their bar seating or located tables along the bar area for dining. Where possible, more seating has been created for dining outdoors and takeout is still the most popular option. And, of course, many businesses continue to ask customers to disinfect their hands upon entering. Phase Three guidelines also require businesses to practice routine cleaning and disinfection of high contact areas, hard surfaces, store entrances, dining tables/chairs, and restrooms. Many of the Cape Charles business-

es have posted signs advising customers of store policies. And, of course, per the guidelines, businesses are encouraging staff to wash their hands frequently and wear masks when waiting on customers.

A follow up with a few of the businesses included in the Spring newsletter article, “Main Street Businesses are Coping,” indicates that, in spite of unique challenges and additional expenses, they are doing much better than they were last April. Tammy Holloway of Bay Haven of Cape Charles tells of a “monumental task” required to prepare their B&B so that guests would feel safe from any exposure to the virus. It is an on-going task with the extra preparations being practiced everyday. This includes new serving procedures, furniture arrangement to maintain distance between guests (including each room’s own “cubbie” to personalize their experience), adjusted laundering procedures with, among other things, towels sanitized and placed in plastic bags sealed for each guest. New quilts and blankets that can be bleached and sanitized between guests were also purchased. Tammy says that she “feels now, more than ever, that this has become a haven for our guests” and is joyful to hear how important it was for them to get away and how safe they felt. With the business now getting steady bookings, she and Jim look forward to a busy September and October and getting the business back on a strong footing.



Periwinkles asks that all customers wear masks and use hand sanitizer before entering.

Eastern Shore Custom Carts is experiencing a “reasonable” comeback with the rental business having picked up when the beach opened. Their biggest challenge right now is the supply chain that is delaying the

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UPDATE ON CCMS ACTIVITIES

With all activities having slowed down due to the COVID-19 restrictions, Cape Charles Main Street is not an exception. However, some accomplishments been made about which we are all excited. And others are making progress toward completion. Here are some of the things that have happened since the spring.

Strawberry Street Plaza continues to grow. The most recent “growth spurt” was the addition of four 4’ benches to complement the existing 6’ benches. Together, the benches placed in an “L” pattern create “conversation corners” and are located on the interior spaces of the park. Here groups can sit comfortably while enjoying relaxation and conversation – and still keeping a respectable distance. The benches were installed on June 4 with the volunteer help of Denis Pickron, Tony Regalbuto, Tom Weaver and Grant Stamas.



Tom Weaver and Grant Stamas debate the proper technique for construction of the benches while Jane McKinley and Mollie of the CCMS Design Committee join Tony Regalbuto and Denis Pickron in a newly installed “conversation corner.”



Cape Charles now has a **new bathroom facility** available for public use. Located on Mason Ave at the Peach Street intersection, it offers a clean, convenient and climate-controlled experience. A gathering for the official “First Flush” toilet paper cutting was held on July 1 in celebration. CCMS wrote a grant request for 25K which was awarded by the Northampton county Tourism Infrastructure funds. The Town of Cape Charles took care of the funding for preparation and installation and will maintain the unit.

As of July 3, Cape Charles now has a **new mural** on Mason Ave. This is the third delightful painting by Emily Smith and is designed to depict activities that happen summer into fall. We all love Emily’s colorful and whimsical paintings that capture the fun Cape Charles spirit!



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Update on CCMS Activities

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CCMS is in the final stages of production on a new **"Discovery Map"** that will have both a print and digital online version. The new map is at the production facility now getting its final layout completed. Once we receive a proof and merchants who took ads sign off, we will be printing 30,000 copies that will be in welcome centers around the state and neighboring states.

The new **Cape Charles Virginia's Cape website** is in full swing. We have completed the new design and are in the process of loading images and content. The full development of the site is scheduled to go into test mode in September and if all goes well, will be launching in early October. This will include the CCMS microsite (see article below).

We are excited that both businesses and residents will have one place to get information on both Cape Charles as well as Cape Charles Main Street initiatives.



Cape Charles Wins Big

(Continued from p. 2)

Wedding Venue

- The Oyster Farm at Kings Creek Landing – Best of Virginia Wedding Venue

Landscape Design

- Jeff Klinge Design - Best of Virginia Landscape Design

Real Estate

- Blue Heron Realty – Best Real Estate Firm

Kids

- Cape Charles Central Park "Cape Kids" – Best of Virginia Playground

Outdoors & Active

- Cape Charles Town Harbor & Marina – Best of Virginia Marina
- Kiptopeake State Park – Best of Virginia Hiking or Biking Trail
- Bay Creek Resort & Club – Best of Virginia Golf Course

Shopping

- Cape Charles Historic District – Best of Virginia Downtown Shopping
- Moonrise Jewelry - Best of Virginia Fine Jewelry Store
- Peach Street Books – Best of Virginia Book Store
- Periwinkles Consignment Boutique – Best of Virginia Consignment Shop

"We are so very thankful to have received 'Bar with the Best Atmosphere!'"

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(Thank you all so very much!)"

Coleen Kelly, co-owner, Kelly's Gingernut Pub

"We were very surprised upon discovering we were voted as one of Virginia's Best. Obviously as a fairly new business it was unexpected, and we were delighted to hear the news. It is always gratifying to discover that our creations are enjoyed and appreciated by our guests. It was equally thrilling to see we were in such great company with so many Cape Charles businesses voted as Virginia's Best. We love how Cape Charles rallies around their businesses! It is a true testament to how special this town is." Cassie Oatek, owner, Coastal Baking Co.

"As Mayor for the town of Cape Charles, I want to recognize all 25 businesses that received Best of Virginia awards last month. I do appreciate the efforts of all them as it's pretty amazing that our small town had so many. Also out of that 25 where three town facilities, beach, harbor and park. I want to thank the hard work of staff, specifically public works and Harbor for their work on keeping these areas clean and thank you to Citizens for Central Park for the outstanding work they do in additions and keeping up with park needs." Smitty Dize, Mayor, Town of Cape Charles

WELCOME NEW MAIN STREET BUSINESSES

Alkemi Fitness

As a professor of education and part-time fitness instructor, Natalie Hagler was searching for a way to “connect with others and to meet the needs of the community.” And she has found Cape Charles to be the perfect place to accomplish these goals!



Alkemi Fitness, located at 300 Mason Ave, opened officially in June. Because of the pandemic restrictions, and with support from the Town, Natalie was able to utilize the beach and park for small outdoor classes. She is now able to move to her inside studio and offers classes to small groups for high intensity workouts, interval classes for a variety of fitness levels, and dance cardio. She continues to offer an early Saturday

morning sunrise stretch class on the beach. And she has just started an 8-week senior balance series which filled up quickly. She is planning to offer a second series soon.

Now that she is running the business fulltime, Natalie is excited about the possibility of expanding the number of classes offered. She will, however, continue to limit the class size to around 5 people in order to accommodate the need for social distancing.

Visit her Facebook page at [alkemifitness](#) or, to sign up for a class, go to [Punchpass](#). And, when you go, be sure to take a look at her favorite saying posted on the wall: “If you want to go fast, go alone; if you want to go far, go together.”



Bayside Kids

Mandi Moore, an Eastern Shore local who was born and raised in Willis Wharf, and her husband, Will Mears, opened Bayside Kids on July 3 after much deliberation. The original plan was to open in March but, with the threat of the pandemic and restrictions placed on businesses by the governor’s orders, they postponed their decision until after



Memorial Day. Mandi and Will are experienced retail owners, having operated Munchkins Boutique & Seaside Consignment in Exmore for the past seven years. Unlike the Exmore store, however, their merchandise is all new – with new items being brought into the store weekly.

Merchandise is targeted to children from newborn to kids’ size 10/12. They offer everyday essentials including clothing and shoes, baby gifts, a “Mommy & Me” corner, and children’s puzzles and books. Their plans are to stay open year-round to support residents and visitors who are here in the off-season months. And Mandi says “We are really looking forward to being a part of Festive Fridays.”

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Welcome New Main Street Businesses

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Love & Canna Co.



A native of the Eastern Shore, Rachel Wivell, owner of Love & Canna Co., is excited about her new retail store on Randolph Ave. After graduating from Northampton High School, Rachel moved to Boulder, CO to study therapeutic massage. While there, she experienced the health and wellness culture of the area and became committed to holistic healing. Much research led her to become an advocate for the benefits of hemp and cannabis.

After returning to the Eastern Shore, Rachel opened a massage studio in Belle Haven and has been successfully running this business since 2012. She began offering CBD products to her massage clients to help with their self-care and, ultimately, decided that it was time to open a retail store. This became a reality in Cape Charles on July 16.

The shop carries all types of hemp and CBD products including tinctures, muscle creams and salves, edibles, tea, coffee, sparkling waters and much more. She also sells CBD products for pets and “functional glass” for smoking hemp. She is pleased to see that the Cape Charles community is “reacting really well” to her products. Located at 712 Randolph Avenue, Love & Canna is open 10 – 5 on Tuesday – Friday and 10 – 3 on Saturday. Contact Rachel via Facebook or Instagram @loveandcanna.

UPDATE ON CAPE CHARLES MAIN STREET IN MOTION

Like many others, CCMS is facing a budget realignment since a big source of our funding, Transient Occupancy Tax (TOT) which comes to us via the Town, has been greatly reduced. CCMS cut \$16,000 from the budget, returning this money to help ease the Town’s shortfall due to COVID-19. We anticipate a decrease in our budget from the TOCC for FY21 as well because of the impact to TOT.

To keep CCMS instrumental in leading positive change for our community, donations are now an even more critical component of the CCMS budget. Also, funding must be available to match many grants, and the funds generated through donations play an important role in obtaining grant monies.

To help generate critical operating funds, the 2020 *Cape Charles Main Street in Motion* campaign launched in June with about 1,300 letters sent out. The response rate has been good with \$10,776 in donations received to date from 71 individuals and 15 businesses, including a generous anonymous donation of \$500 which was used to buy gift cards for merchants to help during COVID-19.

Thanks to those whose tax-deductible donations have helped us meet almost 40% of our fundraising goal. We still have a way to go yet, so, if you haven’t already made your donation, please consider doing so. Your generosity will help keep Cape Charles a vibrant community where families can continue to visit, live, and play. You can either mail a check, payable to Cape Charles Main Street, to P.O. Box 567, Cape Charles, VA 23310 OR donate online at <https://cape-charles-va-main-street-inc.square.site/donations>.



Business Getting Back to “Normal”

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customization of carts. “A special order might require 25 new parts and, if only one or two are unavailable, we can’t complete the job.” Malcolm is appreciative to many of his customers who have been willing to take their carts which are missing a few optional parts such as custom seats or chair racks and returning to get the job completed once the parts have arrived. The business is also experiencing a problem finding carts to buy for renovation. It’s taking “a whole lot longer” to find the carts to fill the demand. Being “cautiously optimistic,” Malcolm is going ahead with plans for construction of their new building.

Maybe the Main Street business most on the cutting edge of recovery is the Cape Charles Candy Company. They report making a steady comeback as evidenced by the sale of their fudge which “we can’t keep in stock!” according to owner Jordon Dail. To date, they have recorded a whopping 3,518 pounds of fudge sold which has enabled them to recoup the money lost during the shut-down.



CCMS RECEIVES MULTIPLE GRANTS

CCMS Receives Grant for Microsite

It’s just in – Cape Charles Main Street is one of 18 Virginia community development projects awarded funding by Governor Northam!

We were granted \$7,000 through the Department of Housing and Community Development for a CCMS microsite which will be linked to the new Cape Charles Virginia’s Cape website. The microsite will include an event calendar, interactive map, slide show, online store, up to date merchant/business information and much more. With this grant, CCMS will have a platform for establishing an internet presence to expand our organization’s exposure, communication and - most importantly – ability to better serve our commercial district more effectively.

This microsite will help meet the crucial need for CCMS to keep the residents and businesspeople we serve informed of our progress, leadership and financial situation.

CCMS Wins Grant for WanderLOVE

Cape Charles Main Street is one of 90 destinations across the Commonwealth to receive a grant from the Virginia Tourism Corporation (VTC) under its “WanderLOVE Recovery Grant Program.” VTC, charged with promoting the state as a premier travel destination, created this campaign to inspire travel throughout the state. The road trips marketed through this grant will highlight Virginia’s adventure opportunities to discover hidden gems, outdoor recreation, small towns and Virginia’s unique “roadside attraction” – LOVEworks.

Karen Zamorski,
CCMS Program Director

CCMS will use its \$10,000 grant to implement a marketing campaign targeting day-trippers and weekenders to discover “Cape Charles Virginia’s Cape.” Our goal is to help Cape Charles recover from the impact of COVID-19, to extend shoulder seasons, and to build longer term economic stability. We want to introduce more visitors to the joyful experience of a WanderLOVE road trip to Cape Charles this Fall through Spring.

UPDATE ON VIRGINIA MAIN STREET DESIGNATION

This journey down the path to becoming a fully designated Virginia Main Street (VMS) community is so close we can truly smell the joy it will bring! In the winter newsletter, we gave an overview of how we achieved Main Street Affiliate status and reported, at that time, that we were putting the finishing touches on our application for full designation. We anxiously expected to learn the outcome which was to be announced at the DHCD Downtown Intersections conference at the end of July.

Unfortunately, the application was submitted just about the time “stay home” orders began and everything came to a screeching halt. As we are now well into August with no news, we are on pins and needles to hear the decision. We said in the beginning (Spring of 2017) it would be a marathon not a sprint, and we were right! The benefits of becoming a fully designated community will be invaluable. Access to more grants, identified and marketed with the group of the other 26 VMS communities and access to National Main Street resources.

So, we continue to anxiously wait, hoping to hear good news any day now! Stay tuned on our Facebook page to hear the news once it arrives.

Cape Charles Main Street , Inc.

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Andy Buchholtz, Vice-President & Town Council Rep
Bill Stramm, Organization Co-Chair, Planning Commission Representative
Tom Weaver, Organization Co-Chair
Mollie Pickron, Design Co-Chair
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