

MESSAGE FROM THE PRESIDENT

Well, we may not see the real thing this winter, but we got to enjoy the magic of SNOW flurries during Festive Fridays this holiday season. It was nothing short of magical to see the excitement in the faces of all, big and small, as Strawberry Street Plaza became an instant Winter Wonderland!

In this edition of the CC Main Street News you will read a summary of our holiday season happenings and look forward to exciting things as we venture into this decade with getting the FULL Virginia Main Street designation as a top priority.

We all show and experience LOVE in different ways. As I read this edition, I was touched by how this is shown in our community. Our LOVEworks sign is featured and will be shared through Virginia.org. Because of this, I want to take a moment to give recognition to Miriam Wagner of Brown Dog Ice Cream and Donna Kohler of Fig Street Inn (many others, of course, but these two were the driving forces) who do not get much credit for having the vision and drive to bring a LOVE sign to Cape Charles in 2014. So next time you snap a selfie or Christmas card pic, think about how individuals can make a lasting impact in our community.

You will see LOVE shown in the overwhelming financial support given through our inaugural *Cape Charles Main Street in Motion* campaign. As we continue to revitalize our commercial district., we send heartfelt thanks to those individuals and businesses who are investing to help our community thrive. If you haven't had a chance to contribute yet, check out the link provided in the newsletter. Over the next year you will see some of those dollars utilized in physical enhancements and many "infrastructure/operations projects" around town.

I would be remiss if I didn't say that an important way to "Show Your LOVE" for Cape Charles is to volunteer for a project or committee! You will be hearing from our new Volunteer Chair, Cathy Fox, over the next weeks on how you can make a difference! Interested? Email Capecharlesmainstreet@gmail.com.

Tammy Holloway

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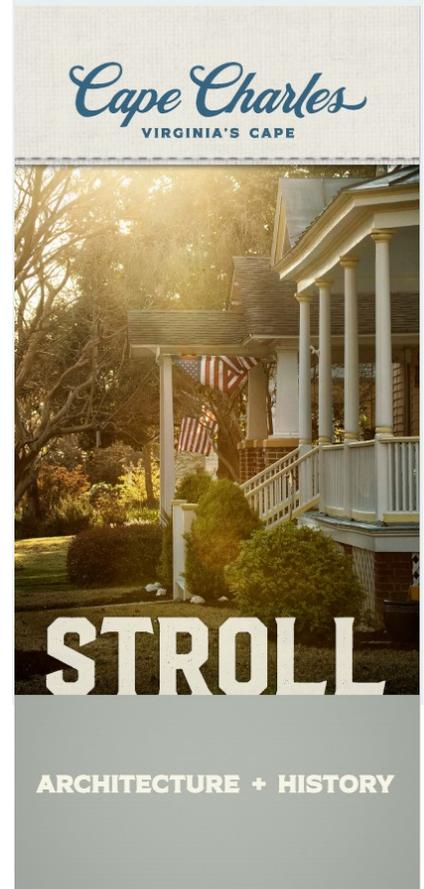
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NEXT STEP: VIRGINIA MAIN STREET DESIGNATED COMMUNITY

It began in 2017 when the town became interested in Virginia Main Street, a preservation-based economic and community development program that follows the National Main Street Center’s Main Street Approach™ and is managed by the Virginia Department of Housing and Community Development (DHCD).

As a community with a compact, pedestrian-oriented commercial setting but not yet ready to take on the full scope of the Main Street designation, Cape Charles applied to become a Community Affiliate. Our application was accepted, and Cape Charles was granted this designation in September 2017. As a Community Affiliate, Cape Charles was able to employ the Main Street Approach™ in the development of programs and partnerships, to receive training by downtown development experts and to learn community best practices with an opportunity to network with peers. Cape Charles Main Street was also the beneficiary of a DHCD marketing grant to develop the new Cape Charles brand identity and strategic blueprint.

The mission of Cape Charles Main Street, Inc. is to “create a vibrant and attractive downtown that preserves historical character, encourages economic development and enhances the quality of life.”

In June 2018, CCMS was awarded the first Virginia Downtown Community designation in a Virginia Main Street pilot program. This is an Affiliate tier that sets the stage to become a designated Virginia Main Street Community as well as providing funds and other services to enhance the Town of Cape Charles.

After a successful two years as Affiliate and a Virginia Downtown Community, Cape Charles Main Street is now preparing its application to become a fully-fledged Virginia Main Street Designated Community. Applications are due to DHCD this spring, and CCMS is currently working with the town and merchants to gather data necessary for the completion of this application. If achieved, we will be eligible for more grants and assistance to help in our vision of revitalization in Cape Charles.



CAPE CHARLES MAKES THE COVER OF VIRGINIA TRAVEL GUIDE

Be sure to pick up your copy of the 2020 Virginia Travel Guide because, in addition to learning about the vibrant communities, attractions and people throughout Virginia, The Cape Charles LOVEworks sign is featured on the cover! A publication of the Virginia Tourism Corporation, this Guide is available for free on virginia.org/travelguide and at Virginia State Welcome Centers, including the Eastern Shore of Virginia Welcome Center. The Guide is a curated collection of personal recommendations and heartfelt narratives from a variety of talented writers, local enthusiasts, and passionate travelers who all call Virginia home.

A popular photo op, the iconic Cape Charles LOVEworks sign, located next to the fishing pier at the corner of Mason and Bay Avenues, is comprised of letters which reflect diverse aspects of the town's character. The "L" is made of sea glass, representing the area's coastal charm. The "O" is a tractor tire, showcasing local agriculture. The "V" is comprised of two kayaks, representing the area's expansive outdoor recreational activities. Lastly, the "E" is made up of crab pots, highlighting local fishing and aquaculture.

In addition to making the cover of this year's Virginia Travel Guide, Cape Charles Main Street, along with six other Virginia cities including Richmond, Alexandria, Norfolk, Charlottesville, Chesapeake and Roanoke, has taken advantage of a great opportunity to place both digital and print ads in [Southern Travel + Lifestyles Magazine](#). The ad is placed in the middle of the article titled "Captivating Cities of Virginia" which includes an editorial on Cape Charles. The article begins on page 83.



2019 HOLIDAY EVENT RECAP



With live local music, the Santa House, carriage rides, kids' activities, free Christmas movies at the Historic Palace Theatre, seasonal sales and giveaways and more, the Festive Fridays was the focus of all Cape Charles holiday events in 2019. The event was held on Friday evenings, Thanksgiving through Christmas. With the help of Bay Creek Resort and Hall, a member of MileOne Autogroup, the snow and lighting in Strawberry Street Plaza were a Cape Charles hit. And the holiday banners designed and installed by CCMS helped to liven up the scenery.



Businesses also enchanted the town with their own music and lights. CCMS recognized the following businesses for their creativity and holiday spirit:

- Best Overall: Blue Heron Realty
- Most Creative: SEA Consulting Group
- Best Use of Lights: Chesapeake Properties



Congratulations to Blue Heron, winner of "Best Overall"

2019 Holiday Event Recap

Continued from p. 4



Congratulations to Chesapeake Properties, winner of "Best Use of Lights"

Merchants enthusiastically supported the holiday festivities with special events such as Gingerbread Cookie Decorating sponsored by the Cape Charles Candy Company, Cocktail Tasting at Table & Tonic, the Chuckletown and Oyster Farm Chowder Cookoffs, and a miniature snowman & snowball toss at Peach Beach Shave Ice Shack. Six free movies were shown at the Historic Palace Theatre, including A Christmas Story, A Charlie Brown Christmas and National Lampoon's Christmas Vacation. Thanks go to movie sponsors Dominion Concrete, L.J. Kellam Construction, LLC, Coastal Classica, Buoy 56, Eastern Shore Rural Health System and Simpson Builders and to all of the other wonderful businesses who helped to make this event a big success!



Congratulations to SEA Consulting Group, winner of "Most Creative"

Cape Charles reveled at the annual Lighted Golf Cart Parade and Grand Illumination. Two holiday house tours were offered - the 1st annual Bay Creek Holiday Tour with its holiday shopping pop-up and the Historic Cape Charles Cookie Trail, hosted by Cape Charles B&B Association. The holiday season was capped off by the annual Dropping of the Crab Pot on New Year's Eve.



In conjunction with holiday events, the first annual Cape Charles Christmas ornament offering was a great success. With the help of our merchants, almost all of the ornaments were sold. If you didn't get one, don't miss your chance to snap one up before they are all gone by making your purchase at the CCMS office at 718 Randolph Ave. between 10 am – noon, Tuesday through Friday. You can also purchase them through our online store: <https://cape-charles-va-main-street-inc.square.site>. Once sold out, there will be no additional 2019 ornaments re-ordered.

We are already formulating ideas for the 2020 holiday events and are hard at work selecting our 2nd annual ornament which we hope to have available in time for the 2020 summer season.

UPDATE ON CCMS ACTIVITIES



Mason Ave Winter/Spring Mural

CCMS committees continued their work through the holiday into the winter season. Probably most visible were the holiday decorations, lights and activities, led by the Design and Promotions committees. The Design Committee selected, ordered and hung holiday banners in time for Festive Fridays. They purchased and installed garlands on the lamp posts along Mason Avenue. The Promotions Committee Coordinated all activities that took place from November 29 through December 20. See the article on Festive Fridays for more information on this annual event.

The Design Committee work also included the installation of the colorful fence mural in the 200 block of Mason Avenue. Updated in January to reflect a winter and spring theme, the mural includes images of traditional events that occur in Cape Charles during this time of year. With the Festive Fridays holiday events, including the Santa House and Dropping of the Crab Pot, to the Blessing of the Fleet which occurs in April, this mural captures the spirit of Cape Charles. Thanks go to Emily Smith, community mural artist, for her festive artwork that keeps us all entertained!

Design Committee work has also been started on the Strawberry Street and the Mason Avenue beautification projects. Keep your eyes open for more beautiful things happening as we move into the summer season.

The Economic Vitality Committee has been collecting data from the Town and individual businesses to be included in our Virginia Main Street Designated Community Application. This information includes commercial



Holiday banner

Update on CCMS Activities

Continued from p. 6

rental pricing, changes in sales trends from the 2018-2019 season, and information on employment numbers. They have also created a business inventory, noting the new businesses that have opened in town. Currently, although there have been a few existing businesses who have relocated, there are no new ones to report - but stay tuned – new businesses will be coming to town in time for the summer season!

The Organization Committee has focused efforts on its administrative duties over the past few months. Their priority has been the management of CCMS funds, including *Cape Charles in Motion* which has proven to be very successful. See the article below to get the results of the 2019 campaign. This committee is recruiting for members. Committee meetings are held the 4th Wednesday of the month and the Fundraising sub-committee meetings are held the 3rd Tuesday of the month.

UPDATE ON CAPE CHARLES MAIN STREET IN MOTION

The Board of Cape Charles Main Street extends thanks to all corporate and individual donors to the 2019 *Cape Charles Main Street in Motion* fundraising campaign.

The generous donations will help CCMS reach many of its 2020 goals which 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. To keep CCMS instrumental in leading positive change for our community, donations are a 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.

You will soon be hearing about the 2020 campaign which is scheduled to be launched in the spring. To make a donation, 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>.



Update on Cape Charles Main Street in Motion

Continued from p. 7

Below is the list of donors to the 2019 *Cape Charles Main Street in Motion* campaign:

CORPORATE DONORS

Ambrogia Caffè & Enoteca	MLT Enterprises LLC
B&T Kitchens and Baths LLC	Morgans Climate Masters
Bay Haven Inn of Cape Charles	My Concierge LLC
Bayside Chiropractic	Northampton Markets t/a Tim's Place
Blue Heron Realty Co	Officially Groovy LLC
Browder-Hite Gardens	Parr Properties Incorporated
Cape Charles Coffee House	Periwinkles LLC
Chatham Vineyards	Practical Business Solutions
Chesapeake Properties	Precision Plumbing & Contracting Services
Chuckletown Productions	PW Davis Disposal Inc
CL Carter Heating	Rayfields Pharmacy Inc
Coastal Craftsman Builders	Rotary Club of Cape Charles
Cree Contracting	Sea Consulting Group
DC Building Inc	Seabreeze Apartments
Dominion Concrete Contractors Inc	Seacoast Realty Inc dba Coldwell Banker
Drizzles LLC	Southern Corrosion Inc
East Coast Cedar Co., Inc	The Phillips Law Firm
Eastern Shore Signs LLC	Townsend Electric
Flair LLC	SHAKER RANGE \$101-\$250
Fuji Film	Tresors Styling Studio
GEAR	VA Living Arts LLC dba Lemon Tree
LJ Kellam	Westerhouse Holdings LLC
	Winkelman Properties LLC

INDIVIDUAL DONORS

Margaret Ballard
Barbara M Brown & Sheri Reynolds
Brent Carpenter & Elizabeth Gray
Walter Childs
Debra D Cobb
Francis & Emily Cullen
Diane D'Amico & Philip Goetkin
Tracey Deal & William Tsapatsaris
J Douglas & Karen Druliner
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Gallen & Michael Moore
William & Barbara O'Hare
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Paula Spady
Kristen Stahl
Nancy Street
Michael & Theresa Strub
Debbie Suddeth
Herbert Thom
Pat & Ted Tinkelman
Katherine & Ralph Watkinson
Gary & Susan Bennett
Graeme Bisdée & Helen Lewis
Melinda Blanchard
Lois Buchanan & Jennifer Millington
John & Kristen Butler
Kathy & Michael Callaway
Richard & Linda Clepper
Kenneth & Dr. Donna Corbo
Evan & Vanessa Cox
Paul & Shirley Dominic
Martha SC Donovan
Jane Edwards & Louis Neudoeff II
Suzanne & Martin Golibart
Ruth Goodboe
Paul & Barbara Grossman
Russell Hubbard
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Anne A Huntington
Samuel & Julie Jones
Charles & Susan Kincannon
Theodore C & Jeanne Kozlowski
C Oral Lambert, Jr.
Rachel Leyco
William & Karen Lowe
Cathleen McCloy
Margaretha McGrail
Jane McKinley
Brian Morgan
Roger & Donna Moyer
Thadaeus & Barbara Nowakowski
Marita Marsili Patterson
Linda & Steve Pautz
Matthew Perrie
Mollie & Denis Pickron
Reva Press
George & Nancy Proto

INDIVIDUAL DONORS

Linda & Steve Pautz

Matthew Perrie

Mollie & Denis Pickron

Reva Press

George & Nancy Proto

T Edward Shumaker

Joseph Staub

Beverly Ashby Steffey

Davies Storrs

Paul Strong

Matthew & Laura Valestin

Kathryn Wagner

James T & Sue Weaver

Robert L & Elisa Wegman

Joe & Tanya Weihs

Stephen & Constance Welde

Karen & David Zamorski

John Burdiss & Cela Burge

John & Beth Calder

Nancy S Campbell

Leslie C Davis

Jeffrey J Goldfield

Bill & Diane Stramm

Jay & Carolyn Wiegner

Mark & Kathie Zischke

Rich & Sarah Boehling

Robert & Donna Brown

Anne Hallerman

J Robert & Carolanne J Katherman

Sara & Blake Manners

Samuel & Kathy Hughes

STAY TUNED FOR THE NEW CAPE CHARLES MAP

Cape Charles Main Street is in the process of producing a map for Cape Charles and the Eastern Shore that will be available in time for this summer's tourist season. This map, partially funded by a Northampton County Tourism grant which will help to offset the costs of production, is a huge effort which has been in the making for over a year. This will provide businesses with a great opportunity to highlight their listing through an ad that surrounds the map.

This map will be very different from your typical map. It will provide an online component to inter-actively connect for more information on businesses and points of interest. Produced by Discovery Map®, the nation's leading map and guide franchise, this fun and functional map will be a valuable tool for both businesses and travelers. Stay tuned to the [CCMS Facebook](#) page to learn when this map becomes available. Copies will be able to be picked up from a host of locations across the town and through welcome centers across the state.

UPCOMING EVENTS

3rd Annual RevUp
March 16, 6:00 pm
Location: TBD

Come join us at the third annual Rev-Up event to hear from the committee chairs about what's been going on this past year and to celebrate all of your hard work. Also, you will get information on committees and their plans for the upcoming year that may peak your volunteer interest. Refreshments will be served and cash bar available.

Family Fun 5K LOVE Run
April 25, 9:00—11:00 am

Plan to join the fun at the 5K LOVE run/walk that will take you through the historic district, Central Park and along the beach front. All proceeds to benefit the Cape Charles LOVE sign. Sign up today! Space is limited. Online registration will soon be available. Keep your eye on Facebook for the link.

Cape Charles Main Street , Inc.

Tammy Holloway, President

Andy Buchholtz, Vice-President & Town Council Rep

Laura Dodson, Promotions Co-Chair

Vacant, Promotions Co-Chair

Cathy Fox, Volunteer Chair

Bill Stramm, Organization Co-Chair, Planning Commission Representative

Tom Weaver, Organization Co-Chair

Mollie Pickron, Design Co-Chair

Reginald Widgeon, Design Co-Chair

Patsy Harris, Economic Vitality Chair

Leigh Greer, Economic Vitality Merchant Co-Chair Merchant Representative

Karen Zamorski, Program Director

Paul Strong, Treasurer