

The Downtowner



Summer 2013

Volume VI

Issue 3



“Shop-Wise” Know Your Neighbor

The Economic Restructuring Committee of the Downtown Franklin Association is dedicated to helping boost the local economy and, in an effort to do so, will be hosting a new monthly event in Downtown Franklin.

On Tuesday, August 20th, Andy Holmes of Holmes Automotive and Performance will speak about how and why he decided to open his business during an economic recession and how he has been successful in moving his company forward.

Next we will hear how Freddy James, of Freewheel Bicycle Shop manages to operate a business and still participate in marathons around the world.

At the last stop you’ll meet Tomlin and Karen Cobb of Olde Virginia Moulding & Millwork. One will be amazed at the craftsmanship that goes on in the wood shop! Tomlin is a wonderful woodworker who pays great attention to detail when making custom pieces for customers.

This new monthly event will feature a walking tour of these businesses in Historic Downtown Franklin: start at Holmes Automotive & Performance, 101C Jackson Street; move to Freewheel Bicycle Shop, 101B Jackson Street; end at Olde Virginia Moulding & Millwork 100 Jackson Street, where light refreshments will be served and a free gift raffled. All three businesses will be open for touring. One can ask questions of the owners and even see a demonstration.

Build local prosperity: Many studies show that when you buy from independent, locally owned businesses significantly more of your money stays circulating in your local economy.

Be proactive in supporting, referring and promoting your local downtown with newly gained knowledge.

For more info contact the DFA office at 562-6900 or www.downtownfranklinva.org



Andy Holmes, Owner
Holmes Automotive & Performance

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The Downtown Franklin Association applies the Main Street four point approach developed by the National Trust for Historic Preservation:
Design
Promotion
Economic Restructuring
Organization

The Downtowner is distributed free to Downtown businesses.

If you have information you would like to include in The Downtowner please contact Nancy Parrish at 562-1958, or fax information to 562-0486.

Plans for the **31st Annual Franklin Fall Festival** are underway, and this year promises to be one of the biggest and best ones ever! The two-day event will kick off with the Block Party on Friday night, October 4. Starting the night will be rifts from K B and The Shifters Band. Following them will be the main attraction of the evening, The Craig Wollard Band. These bands are expected to draw a large crowd. In years

past, the fireworks have been amazing, and we expect them to be even more spectacular this year. Saturday, October 5th, we will have our traditional Street Scene. Main Street will be closed from Elm Street (Johnson’s Funeral Home) to Fourth Avenue. We will

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Summer '13 Toolkit Hosted by Waynesboro

Dan Howe, director of DFA and Nancy Parrish, Organization Chair, attended the very informative Summer Toolkit hosted by the Waynesboro Downtown Development, Inc. from July 16 - 18. The entire workshop offered many sound principles — and sensible applications — for bringing the outdoors downtown in helping to re-create a more vibrant and sustainable downtown market. Downtown Waynesboro—though larger in size than Downtown Franklin—faces some of the very same issues we do, including flooding and the loss of its number one economic engine.

The City of Waynesboro is diligently pursuing a renewed life for its Downtown. Revitalization is critical because they believe a downtown is the “calling card” to the rest of the city. In a healthy, vibrant downtown, people will see a place they want to visit, invest in, and live in. Additionally, a bustling downtown will provide the dining and entertainment amenities that support a high-quality of life and will define who a city really is and what they want to be. Waynesboro’s path ahead is directed at building momentum for entrepreneurial opportunity, attracting new downtown residents, and developing a draw for tourists. Their efforts are focused on building the physical infrastructure to support their goals of nurturing potential businesses and residential development projects and finding ways around Downtown’s environmental obstacles; namely, flooding and pollution issues, which naturally impede their efforts to redevelop.

Waynesboro has done a wonderful job of overcoming their obstacles, capitalizing on their assets, and bringing everyone together to help create a better city and a better quality of living for all. From their many outdoor celebration festivals, to the trails that they have developed and the river that they have embraced, Waynesboro has indeed worked hard to make their area a wonderful place to visit, work, live, and play. If you want to be encouraged, give them a visit. You’ll be glad you did... and, so will they!



Betty and Dan Howe take a moment to pose behind the LOVE sign that is a focal point in the Dominion Shelter and Pavilion. Their unique sign features river-related items.



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have craft vendors, street entertainment, games and activities for children. The Mustang Club of Tidewater will return with their annual car show. Downtown Franklin will be alive with the smells and sounds of an exciting and wonderful festival day! This is an event you will not want to miss, so mark your calendars now and plan to join us!

Once again the Downtown Franklin Association is asking for support of sponsors to make this event possible. There are many sponsorship opportunities available, from the Friend Sponsor at only \$50, to the Pewter Sponsor at \$100, the Bronze Sponsor at \$250, the Silver Sponsor at \$500, all the way to the Gold Sponsor at \$1500 and above. Each of these levels of sponsorship gives the sponsor certain benefits, from a “thank you” in the advertising and a ticket to the VIP tent party all the way to their business name and logo being included in specified printed advertisements and eight tickets to the VIP tent party at the Gold level,

Please be sure to call the DFA Office at 562-6900 to find out more about how you can participate in this very exciting opportunity and to determine which level of sponsorship is best for you. In order to take full advantage of the sponsorship packages, you will need to be signed up no later than Friday, September 20. Don’t miss this opportunity to promote your business and to join us in bringing the best ever Fall Festival to Historic Downtown Franklin!



www.downtownfranklinva.org
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Find us on Facebook!

2013 Keepsake Ornament

The Board of the Downtown Franklin Association is pleased to announce the 2013 annual keepsake ornament is the old Franklin Elementary School. Built in 1908, the school cost \$40,000. It was made possible through profits derived from the sale of liquor at the town's first dispensary store, which was located on First Avenue, the current sight of Insercorp. The school served the town/city of Franklin well until 1972, when it was abandoned and then demolished to make room for a more "modern" school.

The site of this old school is where the newer section of J.P. King Middle School sits today. Many Franklin residents have fond memories (and perhaps even some not-so-fond memories) of days spent in this school. (Who remembers where the principal's office was?) Although the school appears to be only three stories tall, it actually contained four stories, counting the basement. These four stories housed the first through seventh grade classes for Franklin school students. In the late 1950s, a flat-top school was built next door to house the fifth through seventh grade students of the growing school system. This flat-top building remains on site today as part of the current J. P. King Middle School.

Ornaments will be available beginning at the Franklin Fall Festival.



If Your Neighbor Sells It, Buy It!

There is an old English proverb about penny wise and pound foolish. It means that while someone may be very careful with spending and trying to save money, they may actually not be spending wisely when it comes to the "big picture."

When a person spends money in a "big box" store or buys a product online, profits made from that sale go directly to the location of that business's corporate office. Those dollars do not stay at home, helping the local economy. They do create jobs; but, did you know that money spent with smaller, locally-owned businesses turns over as many as 12 times in their local area... and it helps with the local tax base too.

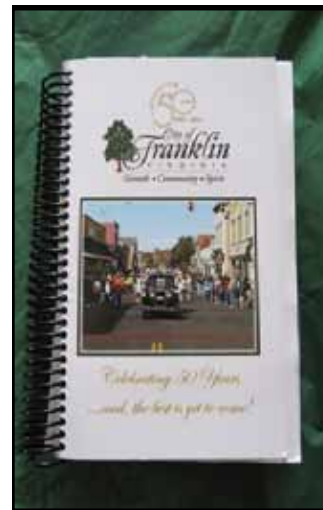
A number of researchers and organizations are taking a closer look at how money flows. What they're finding shows the profound economic impact of keeping money in town—and how the fate of many communities around the nation are becoming increasingly more dependent on it. Not only do these small business owners usually live in the community, but they also give back to the community in terms of creating jobs for folks who want to live there. They are often much more generous of their time and donations to some great local causes, such as little Johnny's football team, or civic organizations. The cycle of spending and re-spending money locally continues.

Local purchasing = increased sales tax & profit = healthy local businesses = income for local businesses = increased sales tax, business license fees and business personal property tax = potential increase in employment opportunities = growth + stability for our community. If our local business pay these taxes and fees, it is less likely that taxes will be increased for citizens.

Next issue look for "On The Avenues" an ever popular column featuring a downtown business will be returning.



Cookbooks Are Here Again



Back by popular demand! We have placed another order for our City of Franklin historical cookbook, first published in 2011. The profits from the sale of these cookbooks have helped the Downtown Franklin Association with many projects over the past few years. If you don't yet have one in your own personal collection, please be sure to buy one today! At a cost of only \$20, they also make very good gifts for family and friends. Offer them at your business. Call the DFA office for details.

Volunteer at the DFA

If you would like to volunteer in any capacity, please contact the Downtown Franklin Association at 562-6900.

Dan P. Howe
Executive Director

Officers
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Design - Enhancing the visual quality of downtown by addressing all design elements to create an appealing environment.

Promotion - Creating and marketing a positive image based on the unique attributes of the downtown district.

Economic Restructuring - Strengthening downtown's existing economic assets and fulfilling its broadest market potential.

Organization - Establishing consensus and cooperation by building effective partnerships among all downtown stakeholders.

The Downtowner is produced by the Downtown Franklin Association whose goals are business recruitment, volunteer outreach, and promotion and involvement of downtown businesses. DFA is a 501(c) (3) tax-exempt, nonprofit organization.

2013 Franklin Fall Festival Basket

Every year for the past decade, the Downtown Franklin Association has featured a collectible basket. These baskets are limited in number, dated and signed. In 2011, the basket was a cake basket done in green and gold as a tribute to the City of Franklin's 50th anniversary. Last year, the basket featured a wooden lid engraved with a picture of the train depot, home to DFA. Attend the Franklin Fall Festival to see what basket is offered this year!

We do have a limited supply of older baskets that will also be available.



HELLO! I am *toad-ily* sorry that bad weather has caused so many cancellations of **We Be Jammin'** this year; but, as a frog, you gotta know I LOVE the wet weather! We appreciate your support — and your understanding. In an effort to show how much we care, we are extending the season an extra week and featuring one of your all-time favorite bands SILVER STREET!

2013 WE BE JAMMIN' SCHEDULE

August 15	See you at the Fair!
August 22	TFC
August 29	Hotcakes
September 5	Silver Street

All **We Be Jammin'** concerts are held Thursday evenings at Barrett's Landing on Main Street in Downtown Franklin. Admission is FREE. In the event of bad weather, we will try to make a call by 2:00 PM. Hours are 6:00 PM to 10:00 PM. Great food and assorted beverages are available on site. All ABC laws are observed!

"Shop-Wise" . . . Know Your Neighbor

Tuesday, August 20, 2013

1st — Holmes Automotive & Performance — 101-C Jackson Street at 5:30 p.m., move on to . . .

2nd — Freewheel Bicycle Shop — 101-B Jackson Street finish at . . .

3rd — Olde Virginia Moulding & Millwork — 101 Jackson Street

Presentations will be 10 - 15 minutes, DFA business owners, please join us to meet and know your neighbors. Citizens, please come to find out what your community has to offer. We need you - you need us!

Parking is available at all locations.

For more information, contact Juanita Richards at 562-3299 or Gayle Schmitz at 516-2660.

"Shop-Wise"... *Know Your Neighbor*