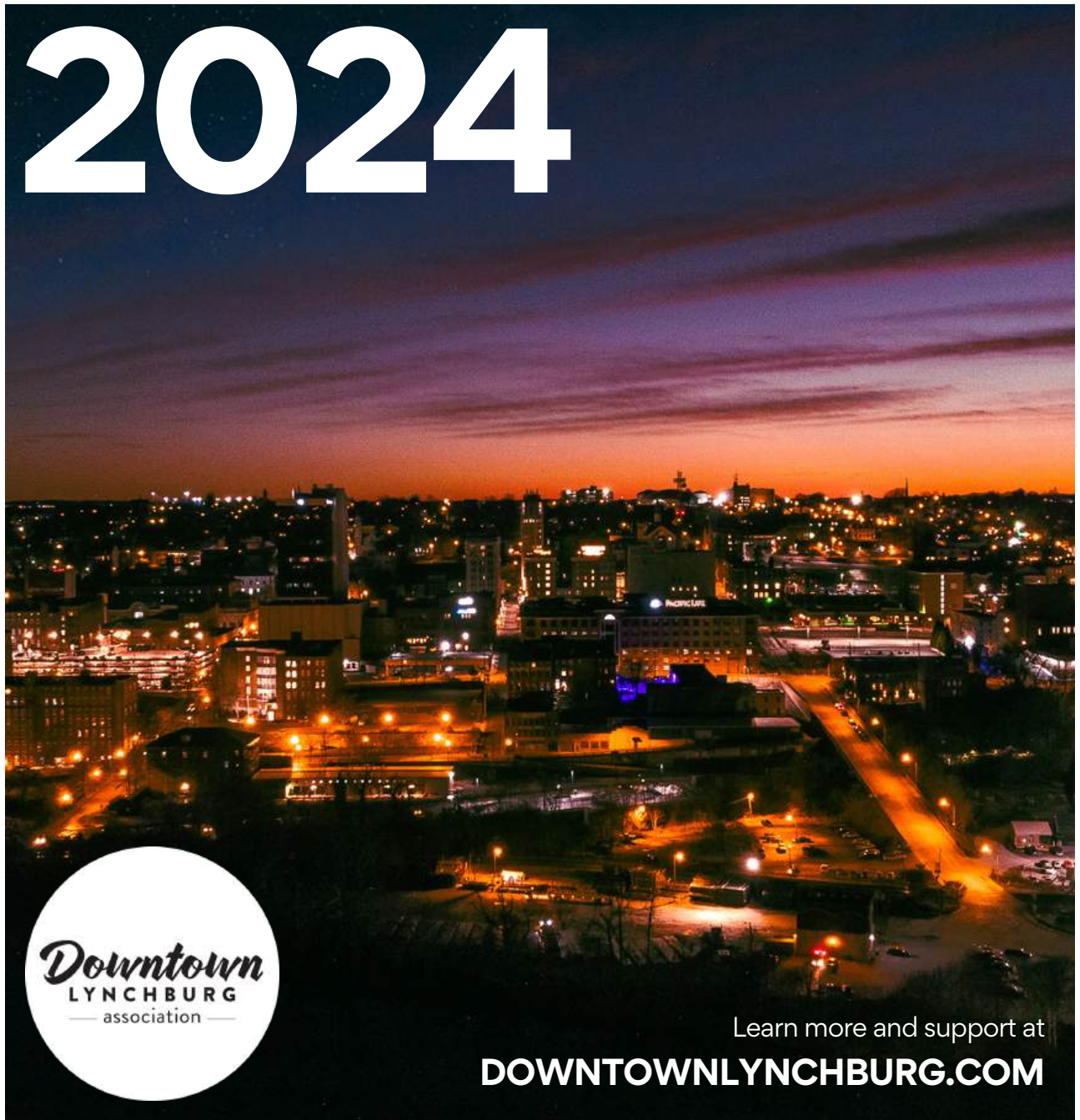


# ANNUAL REPORT

# 2024



Learn more and support at

**[DOWNTOWNLYNCHBURG.COM](http://DOWNTOWNLYNCHBURG.COM)**

# DLA AT A GLANCE

Downtown Lynchburg Association (DLA), a 501(c)(3) non-profit organization works to create a strong, vibrant, and welcoming downtown through marketing initiatives, business support & attraction efforts, beautification, placemaking, cultural events, and more.

We are an accredited program of Virginia Main Street and the National Main Street Center, and a member of International Downtown Association. **Since 1997**, DLA has worked in partnership with the City of Lynchburg to sustain and develop Downtown as a vital economic, cultural, recreational, residential, and historic center for our community.

## CORE VALUES

- **Bring the energy.** Passion for a strong, vibrant, and welcoming downtown.
- **Everyone is welcome.** Dedication to inclusivity.
- **Do the right thing.** Integrity and excellence in all that we do.
- **Be curious, flexible, innovative, and bold.** Addressing the challenges and opportunities of the changing needs of our downtown.
- **Listen to evolve together.** Collaboration for a stronger community.

## 2024 PRIORITIES

- **STOREFRONT BUSINESS SUPPORT**
- **PLACEMAKING, ACTIVATIONS, AND PROGRAMMING**
- **MARKETING, PROMOTIONS, AND BRANDING**
- **ADVOCACY**



## 2024 BOARD OF DIRECTORS

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Bank of the James

# LAUNCH LYH

In its second year, our Launch LYH Program fostered entrepreneurship and business growth by granting \$100,000 in funds to offer entrepreneurs an opportunity to start, relocate, or expand their business in Downtown Lynchburg through an intensive eight-week education course, culminating in a pitch competition. Winning participants received \$20,000 in cash grants to help cover rent, build-out, inventory, or other start-up costs. Three have now opened, with the final 2 slated to open this summer.



## HUNNY B'S

**NOW OPEN AT 821 MAIN STREET**

Hunny B's is a modern baby and children's boutique offering stylish essentials while fostering a supportive "mommy network" with resources for postpartum care, parenting, and wellness.



## FROSTFIRE SAUNA & COLD PLUNGE

**NOW OPEN AT 1337 MAIN STREET**

Frostfire Sauna and Cold Plunge is a phone-free communal wellness sanctuary where guests experience the rejuvenating benefits of traditional sauna and cold plunge.



## THE YARD ON 5TH STREET

**NOW OPEN AT 801 5TH STREET**

The Yard on 5th Street is a new southern-style restaurant offering comfort food, live music, and a community-focused atmosphere. This is a great spot to gather and enjoy a delicious meal.



## FIREBRICK POTTERY

**OPENING SUMMER 2025 AT 1105 MAIN STREET**

Firebrick Pottery will support pottery enthusiasts by offering supplies, studio access, kiln firing services, and opportunities for artists to showcase and sell their work.



## SQUARED BISCUIT CO.

**OPENING SUMMER 2025 AT 522 5TH STREET**

Squared Biscuit Company will bring quick, affordable, and delicious square biscuit sandwiches, offering a convenient grab-and-go breakfast option for busy mornings.

# OUR COMMUNITY EVENTS

## LOFT TOUR

**SATURDAY, APRIL 13TH**

We hosted our second Downtown Lynchburg Loft Tour, an event that showcased the unique and diverse living spaces available in our downtown area. The tour featured a variety of lofts, apartments, and condos, highlighting the modern amenities and historic charm that make downtown living so appealing. The event attracted **400 attendees**.



## FIREWORKS ON THE RIVERFRONT

**FRIDAY, JULY 5TH**

This beloved annual event provided an exciting evening for the community to gather downtown and kick off the holiday weekend. Despite Riverfront Park construction and a downpour, around **3,000 attendees** enjoyed the show from multiple viewing spots, including Riverfront Park, the Bluffwalk, and Point of Honor.

## MOVIE NIGHTS

**SUMMER MOVIE SERIES**

Downtown Movie Nights returned with five **free** outdoor movie screenings at Riverfront Park, featuring films like *Trolls Band Together*, *Wonka*, *Sing 2*, *Barbie*, and *The Goonies*. Despite ongoing construction, the City of Lynchburg allowed us to use half of the park and the nearby splash pad, creating a fun, family-friendly environment for approximately **1,250 attendees**.



# OUR PARTNER EVENTS



## HILL CITY SLIDE

**AUGUST 24-25TH**

The Hill City Slide event in Lynchburg this summer was a major hit! We joined **United Way of Central Virginia** as their promotional partner while they transformed Church Street into a massive 700-foot slip-and-slide. Sliders of all ages enjoyed unlimited two-hour sessions. The event brought over **2,000 people** to downtown, offering not just fun on the slide but perks at local businesses.

## BOOKS & BREWS

**THURSDAY, OCT. 10TH**

DLA partnered with the **Lynchburg Public Library** for this fall evening event that featured a vibrant mix of activities for all ages. Guests enjoyed craft brews, bites from local food trucks, and browsed stalls from a variety of vendors and businesses offering unique goods and experiences. This lively celebration drew **1,200 visitors** downtown.



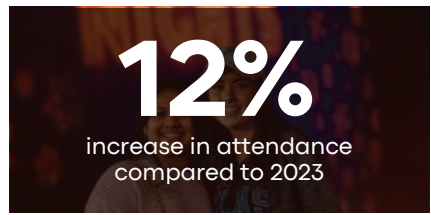
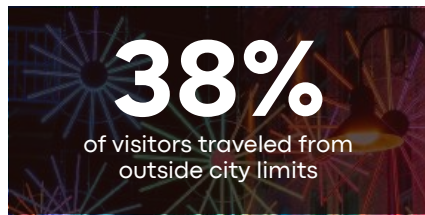
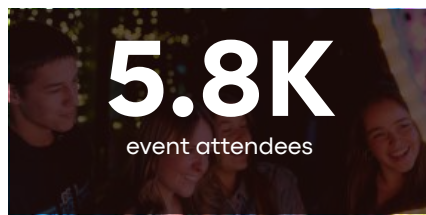
Hosting our own events and collaborating with community events play a vital role in enhancing Downtown Lynchburg's vibrancy and driving economic growth. Our events draw visitors, boost foot traffic for local businesses, and showcase downtown as a top destination. By creating engaging experiences and collaborating with partners, we enhance downtown's appeal, support small businesses, and foster a strong sense of community.



# BRIGHT NIGHTS BLOCK PARTY

SUNDAY, NOVEMBER 24TH

Downtown Lynchburg's Bright Nights Block Party on November 24 drew **5,800 attendees** to Commerce Street and the Bluffwalk, a **12% increase** from the previous year. This free, family-friendly event featured the Craddock Terry Tree Lighting, Super Rad's Arcade Alley, and Amazement Square's Sock Skating Rink. Guests enjoyed seasonal brews, carolers, food trucks, 60+ artisan vendors, and live entertainment, while kids participated in face painting and interactive art activities. **Notably, 38% of event attendees visited from outside Lynchburg city limits.** The event not only brought the community together but also contributed to a boost in foot traffic and local business activity during the holidays.



This event continues to grow as a signature kickoff to the holiday season in Downtown Lynchburg. The festive atmosphere, diverse attractions, and strong attendance highlight its impact on the community, drawing residents and visitors to experience the magic of downtown. With increased engagement each year, it remains a key driver of economic activity and holiday spirit in our city.

## BLUFFWALK MUSIC SERIES

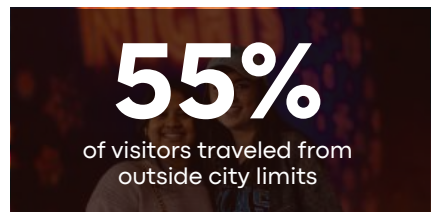
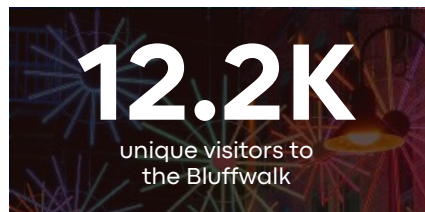
Our Bluffwalk Music Series brought live music to Downtown Lynchburg every Saturday evening from 5:30 PM to 7:30 PM on the Bluffwalk. The lineup showcased incredible local talent, and over the course of four performances, the series drew a remarkable 2,000 attendees, creating a vibrant atmosphere on the Bluffwalk and reinforcing its role as a hub for arts and culture in Downtown Lynchburg.



# BRIGHT NIGHTS ON THE BLUFFWALK

*NOVEMBER 24TH THROUGH JANUARY 5TH*

This enchanting light attraction transformed the Bluffwalk into a magical holiday destination, drawing visitors into a winter wonderland filled with dazzling lights, large-scale installations, and festive displays. Over six weeks, it captivated **6,400 visitors**, **55% of whom traveled from outside city limits**, generating an estimated **\$930,000** in local economic impact. Beyond spreading holiday cheer, the event boosted downtown businesses, increased foot traffic, and reinforced the area as a must-visit holiday destination.



The success of this attraction highlights the impact of creative placemaking. As we look ahead, we are committed to expanding this attraction, continuing to support local businesses, and enhancing the downtown experience during the holiday season. By building on this success, we aim to create even more opportunities for community engagement and economic growth in the years to come.



# PROMOTION & MARKETING

Our organization uses various marketing tools to showcase businesses, attractions, amenities, and events in Downtown Lynchburg. Through blogs, webpages, videos, and newsletters, we capture the essence of downtown, inspiring the community to explore and support local businesses. With our social media presence, website traffic, and newsletter engagement, we effectively promote everything downtown offers, from events and new businesses to public art, shopping, and dining.



**22.5K**

INSTAGRAM FOLLOWERS

**10% INCREASE**

→ OVER 2023

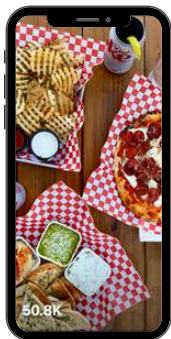
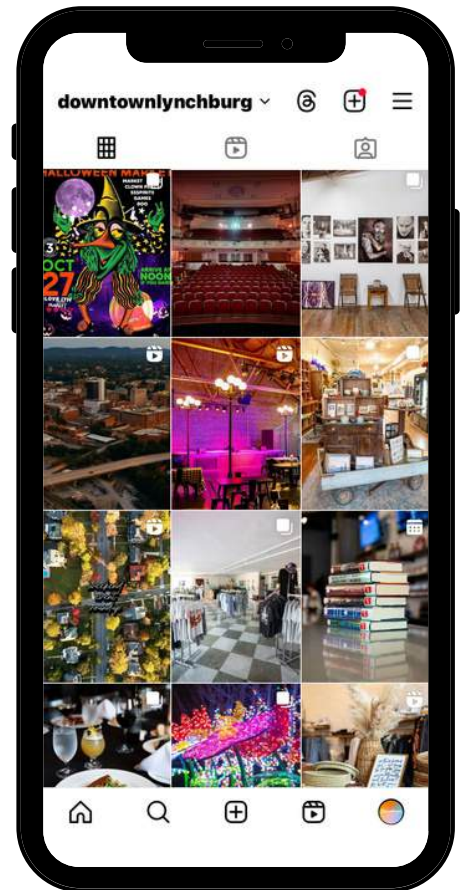


**22.9K**

FACEBOOK FOLLOWERS

**7% INCREASE**

→ OVER 2023



## INSTAGRAM REELS

In 2024, we continued using Instagram Reels to highlight Downtown Lynchburg's vibrant amenities. Throughout the year, we posted 46 Reels, earning well over half a million views.

**832,805 VIEWS**

## STANDOUT WEBPAGES

Our website is a powerful platform for highlighting Downtown Lynchburg's events, businesses, and activities. By leveraging high traffic, we connect visitors with all downtown has to offer. In 2024, our site saw **158,000** page views, reinforcing its role as a key community resource.



EVENT CALENDAR

**14,445 PAGEVIEWS**



FIREWORKS EVENT

**13,482 PAGEVIEWS**

## WEBSITE



**158K**  
PAGEVIEWS

DowntownLynchburg.com

# NEW BUSINESS ALERTS

We were thrilled to welcome a variety of new businesses to Downtown Lynchburg this year, further enriching our vibrant and growing community. These additions reflect the dynamic and diverse nature of our downtown, offering unique products, services, and experiences that enhance the district. As entrepreneurs continue to invest in our area, we celebrate the innovation and energy they bring, contributing to the overall vitality of Downtown Lynchburg.



**Flute's Wine Shop:** A sophisticated wine shop offering a curated selection of fine wines and a cozy atmosphere for tastings and events.

**Better Menswear:** A modern menswear boutique providing stylish and high-quality clothing options for the discerning gentleman.

**Bloom Studios:** Offering top-quality products and a welcoming atmosphere, Bloom Studio prioritizes client confidence above all else.

**Grace Marie Designs:** Offering a full showroom of stunning jewelry pieces and specializing in custom designs, in-house repairs, and engraving services.

**City View Venues:** A premier event space with stunning views of the city, perfect for weddings, corporate events, and private parties.

**Super Rad:** Lynchburg's exclusive arcade bar offers dozens of games for you to enjoy along with an assortment of food and beverage options.

**Hunny B's:** Offering a curated selection of premium baby and toddler clothing, toys, books & essentials and proudly champions mama-owned businesses.

**Wick & Pour Candle Bar:** A unique, interactive space where customers can create their own custom-scented candles, perfect for gifts or a fun activity with friends.

**Café Monte Bello:** An inviting café offering fresh coffee and pastries, ideal for a quick bite or leisurely coffee breaks.

**The Yard on 5th Street:** Southern-style dishes combined with local music and a fantastic outdoor setting in historic 5th Street district.

**The Music Hall:** A vibrant live music venue offering intimate performances by local and touring artists, with a full bar and great acoustics.

**Trading Post Speakeasy:** A hidden gem serving craft cocktails and small plates in a cozy, nostalgic atmosphere complete with billiards, darts, and more.

**Half Stak Threads:** This dynamic new store blends rock 'n' roll vibes with everyday style, offering a unique shopping experience for fans of music and fashion alike.

**Wolfbane Productions:** Wolfbane transformed the historic Coca-Cola building into a hub for immersive performances that are breathing new life into our downtown arts scene!

**Eight O One Raw Bar:** Experience fresh seafood, handcrafted cocktails, and a lively atmosphere at Eight O One Raw Bar, where every dish is crafted with a modern twist on coastal classics.

**Frostfire Sauna & Cold Plunge:** Frostfire Sauna & Cold Plunge offers revitalizing wellness experiences with saunas, cold plunges, massages, and eco-friendly products.

**Trailhead:** Trailhead is Lynchburg's go-to spot for great company, handcrafted bites, self-pour taps, and cozy vibes—perfect for adventurers and patio pups alike.



# BUSINESS SUPPORT

Public events and promotions like Small Business Saturday and seasonal Shop Crawls provided ways for visitors to explore and interact with new and existing businesses. Internally, our Business Owner Meet-Ups and Business Update Emails provide Downtown business owners with networking opportunities and resources to help them thrive in our community. These initiatives ensure that businesses stay informed, connected, and supported throughout the year.



## “SHOP SMALL FIRST” SHOP CRAWL

**NOVEMBER 22ND & 23RD**

Downtown Lynchburg kicked off the holiday season with the inaugural "Shop Small First" Shop Crawl, featuring **over 30 businesses** and encouraging shoppers to support local retailers. Participants earned raffle entries for every \$5 purchase, adding an extra incentive to explore downtown's diverse offerings. Dining and coffee spots enhanced the experience, providing shoppers with a chance to relax and refuel between stops. The event not only united the community in a celebration of local commerce but also generated increased foot traffic and sales for small businesses, reinforcing the importance of shopping small during the holiday season.

## ADVOCACY DURING CONSTRUCTION

**PHASE IV HAS BEGUN**

Phase IV of the Downtown Renewal Project is underway, transforming Main Street from the 1200 block to the Lynchburg Expressway. While construction progresses, pedestrian access remains open, and DLA is keeping businesses informed. We encourage everyone to continue dining, shopping, and supporting local businesses throughout the project.



# 2024 DONORS & SPONSORS

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