



HARRISONBURG
DOWNTOWN
RENAISSANCE

Who is HDR?

HDR is a designated Main Street organization that brings ideas and people together, helping to create an exciting and attractive place to live, work and invest. We find new uses for old buildings, fill the year with festivals, beautify downtown, and help businesses thrive.

Over the past 15 years, we have transformed downtown into a place where people choose to be. When we started, people came here with one stop in mind, now the entire downtown is the destination, earning national recognition as a Great American Main Street Award winner and HDR as a leader in revitalization. Together, with people like you, we keep downtown's momentum going.

What does HDR do?

HDR and Virginia Main Street utilizes a Four-Point Approach to focus our work plan.

- 1) *Economic Vitality*: Grow local economic opportunities and create a supportive environment for small businesses through assistance programs, grants, customer and market research, and business recruitment.
- 2) *Design*: Enhance the appeal to residents and visitors by creating a sense of place and visual identity through historic preservation, improvements to the streets and sidewalks, banners and signs, public art, high-quality building improvements, and walkable neighborhoods.
- 3) *Promotion*: Create a positive image that showcases a community's unique assets through festivals, special events, image campaigns, and storytelling.
- 4) *Organization*: Build a strong sustainable nonprofit organization through broad-based partnerships, engaged volunteers, effective fundraising, and diversity.

This year, we launched several new events and programs:

- **Downtown Destination Grant**: help fund new and creative ideas that will add vibrancy to downtown streets and businesses,

- **Downtown Dinner Party:** a brand-new event in partnership with the founders of Sub Rosa Supper Club that showcases the best of Harrisonburg’s culinary scene and celebrates HDR’s 15-year anniversary.
- **Market Analysis & Bricks and Clicks:** A program in partnership with the city and county designed to educate small business owners on how to reach more customers.
- And we continue our work advocating for amenities that will further enhance the downtown experience via the **Build Our Park** initiative, partnerships with **Hotel Madison**, and other **beautification projects**.

HDR Staff

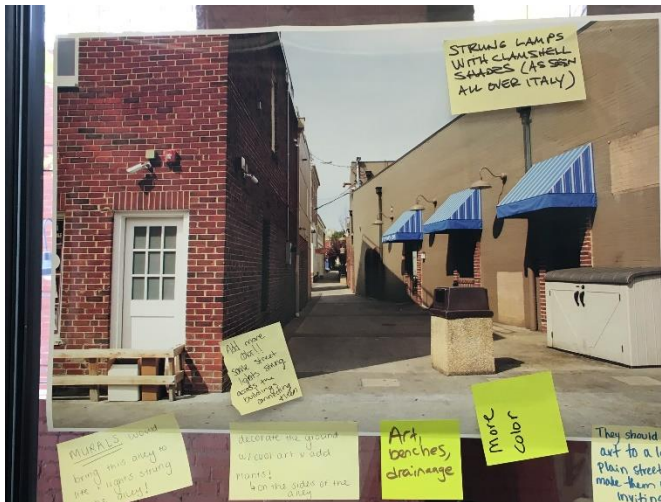
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Events Manager | Erin Johnson | erin.johnson@harrisonburgva.gov

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HDR Volunteer Program

2018 Volunteer Meet Ups:

- Wednesday, April 4 – Volunteer Orientation
- June: Valley Fourth Information Meeting
- November: Volunteer Thank You Party



New Volunteer Benefits and Recognition

- 25 Hours Annually –
 - Innovator Friend of Downtown (includes benefits listed lower tiers)
 - First Access to Event Tickets
 - Soft Opening invitations
 - **Must be a donor Friend of Downtown to be eligible for Grant and promotional opportunities.
 - Listed on Website
 - Additional promotional opportunities
- 10 Hours Annually-
 - Believer Friend of Downtown
 - T-shirt
 - Invite to Volunteer Party
 - Listed on Website
- 5 Hours Annually
 - Collaborator Friend of Downtown
 - Invitations to Friends' events/seminars
- **Business Volunteer Sponsors** – Commit to bringing a group of staff, friends, and family as volunteers to receive sponsor benefits at the event.
 - Still in the process of brainstorming what works best for each event and each potential business sponsor.
 - Business owners and employees: what makes sense for you? What would be a good incentive for you/your business to participate? What would be the most attractive business sponsorship program from your perspective?

2018 HDR Annual Events

- Events:
 - **Rocktown Beer & Music Festival** | April 21
 - Volunteer at HDR merch tent at Rocktown:
<http://signup.com/go/RgUBYPD>
 - Beer pourers needed—especially for second shift!
<https://www.rocktownfestival.com/volunteer/>
 - *Volunteers receive free entry into the festival, a volunteer t-shirt, and 5 free tasting tickets or a special tasting gift, depending on shift. Volunteers are also entered to win coupons to downtown businesses, Red Wing Raffle tickets, and more!*
 - **Idea Pop-up** | Spring 2018

- **Downtown Dinner Party** | May 19
- **Valley Fourth & Friendly City Fortune** | July 4
 - General event volunteers can sign up here: <http://signup.com/go/IRllLh>
 - *Volunteers are also entered to win coupons to downtown businesses, Red Wing Raffle tickets, and more!*
- **Block Party** | August 25
 - Manning Info tent, passing out water bottles, etc.
- **Skeleton Festival** | October 20
 - Distribution of balloons to businesses, kids' activities, emcee for costume contests.
- **Veterans' Parade** | November 11
 - Parade staging
- **Winter Wonderfest** | December

**Sign up links for specific shifts can be found on HDR's website, www.downtownharrisonburg.org, though only Valley Fourth and Rocktown are currently available.*

Committees, Projects, and Ongoing Volunteer Opportunities

- Events
 - Events Leadership Committee (email erin.johnson@harrisonburgva.gov)
 - For those interested in shaping all HDR annual events. Seeking expertise in **event design**, ideas for expanded **adolescent/children's activities**, experience in **ABC management, budgeting/accounting, marketing and communications**.
 - Valley Fourth Zone Captains
 - Volunteer leaders needed for: **vendor** management, **kids' activity** management, **Cruise-In** management, **beer garden** management, **band/stage** management (to assist Mark Finks). For more information about leadership positions, email Erin directly.
 - Event Specific Shifts
- Marketing / Promotions (email kim.kirk@harrisonburgva.gov)
 - Blog writing
 - Photography
 - Poster distribution
 - Downtown Ambassadors
- Organization (email lauren.huber@harrisonburgva.gov)
 - Volunteer Program Committee
track hours, recruit, research, communications, event coordinators
 - HDR Office Assistance
Projects as assigned to support staff
 - Fundraising

- Guided Walking Tours
- Beautification / Special Projects (email lauren.huber@harrisonburgva.gov)
 - Blacks Run Clean Up Day
 - Graffiti Removal
 - Beautification Projects
 - Special Projects as determined by HDR
 - Holiday Decorations

The Downtown That Love Built

Thank you so much for volunteering to better your downtown community!

This list only scratches the surface on ways for you to get involved. Get to know us, let us get to know you and we'll get started!