

What's New in Old Town



Old Town Winchester, (540) 535-3660

April 2014

NEWS YOU CAN USE!

APPLE BLOSSOM ROAD CLOSURES



Apple Blossom Festival begins April 25 with the Bloomin Wine Fest and concludes May 4. Road closures are expected to be the same as last year. Specifics will be available on the Old Town Winchester website and Facebook page soon.

NEW RESTAURANT NOW OPEN

Roma is coming to Old Town! It's your favorite classic Roma, but with a brand new twist-seasoned oak wood-fired pizza. They will also serve some of Roma's Classics!

Roma Old town Wood-Fired Pizzeria

21 North Loudoun Street
540-667-2743
Mon.-Wed. 11am-10pm
Thurs.-Sat. 11am-2am
Sun. 12pm-9pm



UPCOMING EVENTS



- OTDB Meeting – April 3
- First Fridays – April 4
- Rally in the Alley – April 13
- OTWBA Easter Egg Hunt – April 19
- Apple Blossom Bloomin' Wine Fest – April 25-26

First Fridays Winchester Trivia Egg Hunt

On the First Friday of every month, many Old Town businesses stay open late and offer shoppers and diners specials and events.

On April 4, many businesses are also participating in a Winchester Trivia Egg Hunt.

A colorful decorated egg picture will be visible in participating storefronts. Written on the egg will be a trivia question about Winchester.

The answer can be found by going inside the business and locating the same egg picture, except this one will have the answer written on it!

We hope this will be a fun way to bring people into shops and restaurants while learning some fun facts about Winchester. Refreshments will be offered at many participating businesses.

For more information, visit OldTownWinchesterVA.com or like our Facebook page.



Become a Welcome Center Volunteer

The Old Town Winchester Welcome Center is looking for enthusiastic and engaging members of the community to volunteer as Welcome Center Concierge. As a Concierge, volunteers will have the opportunity to welcome visitors to downtown Winchester and provide information to help create a memorable experience, assist community members in learning about upcoming events and getting engaged in Old Town, and to support the overall mission of the City of Winchester local government.

The Old Town Winchester Welcome Center opened in September 2013 as a place of hospitality and as a hub source of information for visitors to downtown and Winchester residents. The Old Town Welcome Center supports the City's goals to be a community of choice in which to live, work and visit.

Training will be provided to all volunteers. For more information about volunteering at the Old Town Welcome Center, please contact Downtown Manager Jennifer Bell at (540) 535-3660 or welcomewinchesterva.gov.

The Parking Authority Seeks Feedback

Please take a moment and respond to these questions. Responses can be e-mailed to otw@winchesterva.gov.

1. Who are you?
Resident, Landlord, Tenant, Business Owner, Employee, Consumer, Student, etc.
2. On Saturdays, where do you usually park when downtown?
On the street, In a parking garage, In a public surface lot, Other.
3. On Saturdays, do you find it difficult to find on street parking?
Yes, No, Sometimes.
4. Rank the following in order of priority to you regarding parking.
Convenience, Location, Cost, Other.
5. Would you be willing to pay a flat fee to park in the garages upon entering during special events? (This would allow vehicles to exit more easily and quickly.)



**Old Town Winchester
Welcome Center**

33 E. Boscawen St.
Suite 100
Winchester, VA 22601
(540) 535-3660

E-mail

OTW@WinchesterVA.gov

Open

Monday - Saturday 8 - 5

On the Web

OldTownWinchesterVA.com

On Facebook

[/OldTownWinchesterVA](https://www.facebook.com/OldTownWinchesterVA)

Shop, Dine, Explore!

MUSEUM CORNER –

**George Washington's
Office and Stonewall
Jackson's Headquarters**
are now open!

The **Shenandoah Valley
Discovery Museum** is
closed for relocation to
Cork St.

The **Old Civil War
Courthouse Museum** is
currently open Wed.-Sun.
through April.

Downtown Manager's Update

Façade Improvement Grant

The Old Town Development Board has just received a \$20,000 Virginia Main Streets Downtown Improvement Grant for a Façade Improvement Program. We will soon be distributing information on how to apply. Matching grants up to \$5,000 will be available for downtown business for Façade Improvement. Applicants must also meet other city permitting and review requirements. For more information contact Downtown Manager, Jennifer Bell at (540)535-3661.

Enterprise Zone

Sections of the City of Winchester including most of the Primary and Secondary Districts have been designated an Enterprise Zone. There are local and state incentives for businesses. Contact the Winchester EDA for more information.

OTDB

The Old Town Development Board will meet Thursday, April 3 on the 4th Floor of City Hall in the Exhibit Hall at 5:30 p.m. All are welcome to attend.

**Sample of
variation of
Branding
Concept.**



Awards

The Old Town Development Board received a Virginia Milestone Award for 35,000 volunteer hours for the program. We greatly appreciate the many volunteers who have given their time and talents over the years to support the downtown. We continue to need volunteer assistance from committee members to event assistance. Contact us if you are interested in learning more.



Branding Campaign

The OTDB is currently reviewing suggestions by Branding Consultants Aaron Arnett and Ben Muldrow for the Old Town Winchester brand. The suggestions for downtown logos and taglines include the one highlighted above and a variation on the left. The consultants recommended a variety of versions of this main design in different colors and styles which might be used in different circumstances. Please contact Jennifer Bell if you would like to comment on the Branding.

SU Students Present Skit about George Washington

Saturday, April 12 at 1:00 p.m.

Shenandoah University theatre students will present a skit "Hog Wild in Winchester" on the grounds of George Washington's Office Museum.

This skit coincides with the dedication of the new outdoor exhibit at the museum which addresses George Washington's political career. Washington was first elected to public office as a burgess from Frederick County.

This short skit is about Washington's passing of his only one piece of legislation impacting Winchester which was to prohibit hogs from running loose in the streets of Winchester to protect the water supply.

Stop by and learn something about George Washington that probably was never mentioned in your history textbooks!

