

# What's New in Old Town...



## NEWS YOU CAN USE!

### OUR NEW CITY MANAGER

We are pleased to share that City Council has selected Eden Freeman as our new City Manager. She will begin work on July 21<sup>st</sup> and will join the downtown community as a resident, as well.



Ms. Freeman comes to Winchester from Sandy Springs, GA, where she served as Assistant City Manager. Please join us in welcoming her to Old Town!



### UPCOMING EVENTS

- Rockin' Independence Eve – July 3
- First Friday – July 4
- Bluemont Concerts - July 4, 11, 18 & 25
- Guided Civil War Tours – July 4, 11
- Ballroom Dance Lessons on the Mall – July 5
- OTDB Meeting – July 10
- Movies on the Mall – July 10, 17, 24 & 31
- July 12 & 13 – The Boundless Bazaar Arts & Crafts Fest
- Friday Night Live – July 18
- Taste of Winchester – July 20
- Winchester Home, Building & Garden Show – July 26
- Jazz at the Taylor Pavilion - July 27

## Downtown Garage Renovations Begin

This summer, the three oldest Winchester Autoparks will be undergoing maintenance and improvement renovations. The anticipated schedule is as follows:



- 1. Court Square Autopark** (2 South Cameron Street) will be the first to undergo construction beginning the week of Monday, June 30. At times during the construction, all hourly customers will be re-directed to park in the George Washington Autopark (128 North Cameron Street).
- 2. Braddock Autopark** renovation is expected to begin August 4. The garage will close entirely to both hourly and monthly customers as well as all pedestrian traffic. Pedestrians will not be allowed access to the Loudoun Street Mall or Braddock Street via the garage. Hourly customers will be redirected to Loudoun Autopark or Court Square Autopark. Construction at Braddock is expected to last approximately one month.
- 3. Loudoun Autopark** (50 East Fairfax Lane) is the last Autopark to be renovated. Construction is expected to begin in September and will last approximately one month. Hourly parkers will be able to use the garage during renovation.

**Updates:** On-going construction updates will be posted on the Parking Authority website ([winchesterva.gov/parking](http://winchesterva.gov/parking)), the City of Winchester's Facebook page and in the City's weekly electronic newsletter, CitE-News (visit [winchesterva.gov/enews](http://winchesterva.gov/enews) to subscribe online).

For more information about the renovation project or about parking or renting a space in a downtown Winchester Autopark, please contact the Winchester Parking Authority Executive Director, Samantha Anderson, at (540)722-7575 or visit [www.winchesterva.gov/parking](http://www.winchesterva.gov/parking)

## OTW Summer Events in Full Swing!



Join us on July 3 for Rockin' Independence Eve, a patriotic event for the whole family! There will be street performers, live music, a hamburger eating contest, a bouncy house for the kids, kettle corn, water ice, and even a red, white and blue costume contest! Fireworks are scheduled for 9:15pm. Please note, for safety reasons, the parking garage rooftops will be closed during the event. Parking will be available for \$5 on all other parking decks. For more information and a printable PDF map of the event visit: [OldTownWinchesterVA.com](http://OldTownWinchesterVA.com)



June 12	Monsters University
June 19	Teen Beach Movie
June 26	Frozen
July 10	The Nut Job
July 17	Despicable Me 2
July 24	Rio
July 31	The Smurfs 2
August 7	The Lego Movie

The next FNL is July 18 – the second Friday Night Live of the summer! For information and tickets, visit [OldTownWinchesterVA.com](http://OldTownWinchesterVA.com). Tickets can also be purchased at Espresso Bar & Café and the Old Town General Store

**\*\*Many Downtown Businesses are open during events.\*\*  
Consider shopping and dining while you are downtown!**





**Old Town Winchester  
Welcome Center**  
33 E. Boscowen St.  
Suite 100  
Winchester, VA 22601  
(540) 535-3660

**E-mail**  
[OTW@WinchesterVA.gov](mailto:OTW@WinchesterVA.gov)

**Open**  
Monday - Saturday 8 – 5  
Public Restrooms Available

**On the Web**  
[OldTownWinchesterVA.com](http://OldTownWinchesterVA.com)

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

*Shop, Dine, Explore!*

#### We Need Your Brochures!

Did you know that the Old Town Welcome Center offers free brochure/rack card space to downtown businesses? If you have a restaurant, shop, or business downtown and would like us to display your menu or brochures, please bring some by! While you are here, we invite you to take some **Old Town Guides** to display in your business. Together we can continue to promote all the Old Town has to offer! We also have **2014 ArtScape** brochures available! Pick some up today!

## Downtown Manager's Update

We are in the midst of increased marketing efforts for the downtown. Recently we **updated the OldTownWinchesterVA.com website** to make it mobile friendly. If you have a listing on the site, please verify it for accuracy. If you would like any changes made, email us the updates. The site also allows downtown businesses to add special events to the event calendar. Events can range from a special trunk sale to larger events.



The latest version of the **Old Town Shopping and Dining Guides** have arrived. For the first time they include salons and barbers. We have also included a new and improved map. Stop by the Welcome Center to pick up some of the new guides.

The new **Old Town Winchester logos** will soon be available for downtown business use. We will be publishing the style guide and the logos will be available for marketing purposes. The more people who show their pride in being part of the downtown by using the logo the more effective it will be. Details to follow via email.

OTW invites all **Piccadilly businesses** to meet concerning the development of a Piccadilly Block Party. Contact us for more information.

We are also currently working on an Old Town app to help promote downtown businesses more effectively. The app will provide quick access to helpful information about the downtown including maps, business lists, parking guides, walking tours and more! Downtown businesses will be able to offer coupons and discounts through the app. More details will follow through email.

## Sunday Jazz – 7/27, 8/15 and 9/14

Head to Old Town Winchester for upcoming Sunday Jazz Concerts presented by United Bank & Cajun Experience. Sharp Four will provide musicians with a wide arrangement of styles and instrumentation. The concerts are free to the public.

Musicians will be performing swing, big band, bebop and Latin jazz bringing standards and jazz solos to the historic walking mall from 1-3:30 PM on Sunday July 27, August 15, and September 14. Bring your blanket or lawn chair and stop by a downtown restaurant to get a picnic lunch to eat during the concert.

## Downtown Business Openings



#### The Fret Shop

Virginia's newest shop for the discerning guitar, banjo, mandolin, ukulele or dobro player... or beginner. Offering repairs, set-ups and sales.

201 S. Braddock Street  
[www.fretshopva.com](http://www.fretshopva.com)  
(540)247-1430

#### SAS Studio & Salon

Offering professional makeup application, hair styling and photography and specialize in makeovers and bridal packages. – Opening Soon!

47 W. Boscowen Street  
[www.sasstudioandsalon.com](http://www.sasstudioandsalon.com)  
(540)773-3208

