

What's new in Old Town Winchester

Old Town Winchester, (540) 535-3660

June 2014

NEWS YOU CAN USE!

RETURN OF THE TREES – FRIDAY!



In January 2013, several large trees were removed from the walking mall and portions of the wood were given to local artisans. On June 6, the artisans will unveil the items which were created from those trees! Furniture and original pieces of art will be on display and available for purchase, from noon till dusk in front of the Old Civil War Courthouse! This exhibit is sponsored by the Shenandoah Arts Council.

UPCOMING EVENTS



- > Craft Beer Week – Now through June 6
- > Special Olympics LEO Torch Run – June 3
- > OTDB Meeting - June 5
- > First Friday and the Downtown Trees Exhibit – June 6
- > Guided Civil War Tours – June 6, 13
- > Hop Blossom – June 7
- > Movies on the Mall – June 12, 19 & 26
- > Friday Night Live – June 20
- > Bluemont Concert – June 27

Old Town Façade Grant

Applications are now available for the Old Town Façade Grant program!

This grant is made possible through a Virginia Main Street Downtown Improvement Grant in the amount of \$20,000.

Old Town business owners and property owners can apply to receive funding for façade improvements to their building(s) located in the Primary and Secondary Assessment Districts.

Applicants will be eligible to receive up to \$5,000 with a 100% matching funds requirement. For those having difficulties securing

the matching requirement for the grant, a commercial façade loan in the required amount may be available from the City of Winchester Economic Development Authority.

Application Process:

- Applications are available in the OTW office or on the OTW website.
- Submit completed applications to the Old Town Winchester Office by June 16, 2014.
- Applications are reviewed and voted on by the Old Town Development Board.
- Applicants are notified.
- If required, projects go

through the Board of Architectural Review process before work can begin.

- November 14 - Projects must be completed & receipts submitted to the OTW Office for reimbursement.

For more information, contact Jennifer Bell, Downtown Manager, at 540-535-3660.

Remember, applications are due by June 16!

Great Façades Begin Here



News from the Parking Authority

Parking Validation Program

The Parking Validation Program - Customer Courtesy Coupon provides businesses and organizations a means of offering free or discounted parking to their customers at any of the four autoparks. Businesses or organizations can purchase a minimum of 100 validation coupons. This allows a wide-range of flexibility in meeting customers' needs. Coupons are accepted at any of the four facilities.

The validated coupons can be customized to have different dollar values to offer longer parking times. The most popular value is \$0.50 (1 hour) with the ability to utilize up to 3 coupons at one time. The validated coupons are custom printed to order.

If your business or organization would like to offer validated coupons to your customers or to obtain more information on the validation program contact the WPA at the George Washington Autopark at 540-722-7575. Please allow two business days to process orders.

Booth Advertising Space

The Winchester Parking Authority is also offering advertising space on their parking booths inside the Court Square and Loudoun Street Auto-Parks.

The fee is \$50 or \$75 per month, depending on the size of the display space. For more information, contact the WPA at the George Washington Autopark at 540-722-7575.



**Old Town Winchester
Welcome Center**
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Suite 100
Winchester, VA 22601
(540) 535-3660

E-mail
OTW@WinchesterVA.gov

Open
Monday - Saturday 8 – 5
Public Restrooms Available

On the Web
OldTownWinchesterVA.com

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

Shop, Dine, Explore!

Downtown Manager's Update

The Downtown Event Season is off to a strong start. Thousands of people enjoyed Kidz Fest on May 17. This event, which involved over 40 community businesses and organizations, was developed by Old Town in response to stakeholder feedback on last year's event series.

The Friday Night Live series will be returning Friday, June 20. The FNL events will be held on the third Friday of every month also based on stakeholder feedback. This year each FNL will have a different theme and themed music. The main stage will be in the new Taylor Pavilion venue. There will also be even more programming up and down the mall.



Movies on the Mall will be starting at dusk on June 12 with *Monsters University* and the Bluemont Concert series will be starting June 27. To learn more about upcoming events visit the downtown website www.OldTownWinchesterVA.com and click on the events page. We greatly appreciate the many volunteers, community groups and sponsors who make all these events possible.

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| 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 |

Winchester Craft Beer Week 5/31 - 6/6



WINCHESTER CRAFT BEER WEEK is a premier series of craft beer oriented events to be held at restaurants and craft beer shops in Winchester. Vendors in Winchester have gotten together and formed a craft beer coalition. Together, for one week only, these prime locations will be offering specials full of craft brew variety. Each venue has partnered with breweries from all over the United States and are bringing the beer to you! Participating venues include Murphy Beverage Company,

Village Square Restaurant, Village Market & Bistro, Brewbaker's Restaurant, El Centro, Piccadilly Public House, The Dancing Goat/Half Note Lounge, and Roma Wood-Fired Pizzeria. When you stop by any participating venue, you can pick up your Craft Beer Passport. You can have your passport stamped at each participating venue all through the week. Present any passport that has at least 5 stamps to the folks at Murphy Beverage Company in Old Town Winchester and you will receive a special Winchester Craft Beer Week commemorative item! More details can be found at <http://winchestercraftbeerweek.com>

Downtown Business Openings

Dancing Dog Natural Market will be having a Grand Opening on June 7, 10am-7pm. Raffles, food, experts, samples and more!
157 N. Loudoun St.



Steamy's Café at 38 E. Piccadilly St. is planning to open mid to late June.



Ronca's at 6 S. Loudoun St. will be opening this month. They will be offering breakfast and lunch selections with an Italian flair.

