

What's New in Old Town

September 2014



News You Can Use!



Braddock Autopark is now open!

Monthly Parkers, remember that as of September 1st, the monthly parker rate is \$50/month at all 4 garages.

A new hybrid system will be implemented at the Braddock Autopark.

Contact the Winchester Parking Authority at (540) 722-7575 for specific details.

Upcoming



- OTDB Meeting – Sept. 4
- First Friday and WATTS Fundraiser – Sept. 5
- Guided Civil War Tours – Sept. 5 & 12
- Downtown Tailgate - Sept. 5 & 6
- Ballroom Dance Lessons – Sept. 6
- Skyline Indie Film Fest – Sept. 11-14
- Sunday Jazz - Sept. 14 & 28
- Main Street Agriculture – Sept. 20
- Celebración – Sept. 27

Upcoming Downtown Events

Downtown Tailgate - September 5 & 6

Returning this fall is the Jim Stutzman Chevrolet Downtown Tailgate presented by Virginia National Bank on September 5 (5-11 p.m.) and 6 (12-8 p.m.). The Downtown Tailgate is a one of a kind event that combines a beer and wine festival with the fun atmosphere of a football tailgate! This is a family-friendly event complete with a kid's zone near the splash pad. General admission tickets are \$5 and a special advance tasting package is available for \$10. Tickets can be purchased in person at Espresso Bar & Café, Old Town General Store, Total Image and Workingman's Store, Jim Stutzman Chevrolet-Cadillac Co., and Jordan Springs Market BBQ, or online at OldTownWinchesterVA.com.



WATTS Fundraiser - September 5



Come down for First Friday in Old Town on September 5th and help support WATTS (Winchester Area Temporary Thermal Shelter). Over 20 merchants have signed up to donate 10% of their sales back to WATTS when you shop or dine with them from 5-9 p.m. Look for the I Support WATTS logos in the windows of participating merchants and restaurants.

Skyline Indie Film Fest - September 11-14

Skyline Indie Film Festival is an independent, competitive film festival which welcomes the best available, undistributed, independent, domestic, foreign, and local cinema to the heart of the Shenandoah Valley in unique, intimate venues. September 11-14, Skyline again brings you a four day, film-filled weekend with filmmakers, special guest judges, seminars, trivia, discussion panels, and more! With over 50 films, you're sure to find a cinematic experience you'll remember for years to come.



Sunday Jazz - September 14, 18, and October 12

Head to Old Town Winchester for upcoming Sunday Jazz Concerts presented by United Bank & The Cajun Experience. SV Jazz will perform a wide arrangement of styles and instrumentation from 1-3:30 PM on Sunday September 14, 28, and October 12. The concerts are free to the public and will be held at the newly completed Taylor Pavilion. Bring your blanket or lawn chair and stop by a downtown restaurant to get a picnic lunch to eat during the concert.



Main Street Agriculture - September 20



Winchester's Main Street Agriculture is a fun FREE event for the entire family that educates and promotes the importance of agriculture. All ages will enjoy bluegrass music, antique tractors, interacting with live animals, and visiting with local farmers that will have many of their products available. Children's activities will include pedal tractor and pony rides as well as many more educational displays such as sheep shearing. The event will be Saturday, September 20 from 10 a.m. - 4 p.m. on the Walking Mall.

Celebración - September 27

On September 27, three organizations will combine their considerable talents and diversity to bring the second annual Celebración of Winchester to the Old Town Mall celebrating and educating our area about Hispanic Heritage Month. The 2014 Celebración of Winchester, a partnership event between the Winchester Main Street Foundation (WMSF), the Coalition for Racial Unity (CRU) and the Shenandoah Arts Council (SAC) is an all day festival that is free to the public! Bring the family and enjoy our outdoor festival with food vendors, Kids Art Tent, Discovery Museum fun, traditional dances from various countries, music throughout the day, and impromptu Latin dancing lessons for anyone interested.





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
 Public Restrooms Available

On the Web
OldTownWinchesterVA.com

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

Download the App!
 Search for "Old Town Winchester, VA"

FREE Advertising!

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 that Old Town has to offer!

Downtown Manager Update

On September 8 – 10, Virginia Main Street will be hosting a conference in Winchester for Main Street Managers and board members at the G.W. Hotel. If you would like to offer a discount, coupon, or item for the attendees to encourage them to visit your business, please drop items at the OTW office, 33 E. Boscawen Street by Saturday, September 6. We are expecting about 70 people to attend.

The Taylor Pavilion is now open and available for rental. It is a city green space behind the Taylor Hotel building managed by the Taylor Pavilion LLC. The rate set by the LLC for renting is \$100 an hour.



Student Discount Window Clings are available to any downtown business offering a student discount to Shenandoah University and Lord Fairfax students. Volunteers are circulating in the downtown to get a comprehensive list of those who offers discounts. For more information, please contact us at OTW@winchesterva.gov. The information will be sent to both schools and posted on the OTW website.

Parking Validation Program

The Parking Validation Program provides businesses and organizations with a means of offering discounted or free parking to their customers at any of the four autoparks in downtown Winchester. Businesses may purchase parking validation coupons in bulk to distribute to customers.

Early in August, OTW sent an email to downtown businesses asking for feedback regarding the Parking Validation Program. So far we have received 27 responses and would like to share the results with you.

Of those who responded, 18 knew that there is a Parking Validation Program in Winchester and 9 did not. Over half of the respondents believe that the program is of value and should be continued, but almost all noted that the program could be improved. For example, providing publicity for participating businesses and offering a discounted rate for purchasing in bulk.

To learn more about the Parking Validation Program and to purchase tickets, please contact the Winchester Parking Authority at (540)722-7575.

Downtown Business Openings

Valley Wedding Chapel

19 S. Cameron St.
 (New location!)
 (540)323-3112



www.valleyweddingchapel.com

The VWC mission and desire is to give couples a memorable, intimate wedding ceremony, but inexpensive. They have had the opportunity to be able to offer this to couples for over 18 years in various locations in Winchester. Wedding ceremonies are performed seven days a week, by reservation only! Justice of Peace: Onsite for ceremonies.

Sweet Tea Unique Finds and Redesigns

15 E. Boscawen St.
 (540)773-3493



Opening Monday, September 8. A gathering of "one of a kind" furniture and accent items.

The Gray Gallery

43 Cameron St.
www.the-gray-gallery.com



Grand Opening— Friday, September 5

The Gray Gallery is dedicated to showcasing fine art and contemporary craft. The gallery presents artists, exhibitions and programs to encourage interest and exploration in the visual arts.