



# Putting Your Main Street in Motion

What is Cape Charles Main Street? It's a passionate non-profit organization striving to make a difference for the Town of Cape Charles.

Our organization is a voice for the Town. We're here to help the businesses, residents and visitors who believe the foundation of our special community is built on a thriving downtown. We are part of the Virginia Main Street program and are guided by Main Street America's mission to build stronger communities through preservation-based economic development. Our four committees – Economic Vitality, Design, Promotion, and Organization – are powered by the support of our volunteers and local businesses.

Our team works to foster local experiences, investment, support of our business community and

the creation of beautiful spaces. We do this through fundraising in addition to holding signature events throughout the off-season. We work to beautify our town with benches and planters placed throughout town adding pops of color, and we put the Festive in Festive Fridays with holiday decorations, entertainment for young and old and lighting up our Historic shopping District bringing that nostalgic holiday feeling.

Cape Charles Main Street needs your help! If you are a business or resident who would like to donate, get involved or find out more information, please visit us online at [capecharlesmainstreet.com](http://capecharlesmainstreet.com).

# Maximizing Benefits from Community Investments

The Cape Charles Main Street organization makes the most of every dollar it fundraises or receives to spearhead vital downtown business support initiatives, beautification projects and major community events:



## Downtown Business Support

- Delivered and managed a grant totaling \$896,115 in Small Business Recovery Assistance benefiting 88 Cape Charles businesses over 18 months.
- Partnering with the town in the development of much needed public bathrooms and visitor center with financial support through grants.
- Printing and distributing 62,000 copies of Discover Cape Charles map to key travel locations across the Mid-Atlantic.
- Holding monthly Main Street Connect meetings, keeping town businesses abreast of developments and opportunities.
- Responsible for building and managing the Cape Charles Virginia's Cape website and Cape Charles Main Street microsite with engaging new content driving 117,692 new users and 370,516 views in the 18 months since it launched. Visit [CapeCharlesVirginiiasCape.com](http://CapeCharlesVirginiiasCape.com)
- Managing the Cape Charles Virginia's Cape Facebook and Instagram as well as the Cape Charles Main Street Facebook and Instagram social media handles.
- Coordinating Eastern Shore Radio Buy Local campaign.
- Producing new Town of Cape Charles promotional video.
- Designing Cape Charles' Historic Walking Tour.
- Administering Virginia Tourism Corporation (VTC) Marketing Grant funds for brand merchandising and general marketing initiatives.
- Planning of three signature off-season events — Love Run, Love Fest, and Festive Fridays — bringing hundreds of new visitors to shop, dine, and stay.
- Launched Bench and Planter memorial program



## Beautification Projects

- New benches and trash cans added to Strawberry St. and Mason Ave.
- Planting of new flower beds and pots on Strawberry Street and Strawberry Street Plaza
- Supported new awning installations on Strawberry St.
- Continuing work on golf cart path to brewery.
- Moved remediated train car to permanent location with future brick & mortar visitor center and restroom facility reminiscent of an old train station.
- Lighting of the trees in historic shopping district during Festive Fridays, new Christmas Tree and decorations in Strawberry Street Plaza

## Events

- Cape Charles Main Street annual meeting with Heart & Soul in a Bowl soup night.
- Produce the annual Job Fair.
- Deliver LOVE Fest Concert in the Park Labor Day weekend with Citizens for Central Park
- Annual LOVE Run 5K/10K.
- Create our Annual Festive Fridays every Holiday Season.
- Love the Locals Week.
- Execute voting campaign for our businesses as the "Best of Virginia" and celebrate our multiple winners each year.
- Coordinate the Spring Sidewalk Sale.
- Pictures with Easter Bunny at Strawberry Street Plaza.





# Cape Charles Main Street By the Numbers



**\$896,115**

Applied for and managed the Small Business Recovery Assistance Fund state grant benefitting 88 Cape Charles businesses.



**\$343,450**

Transient Occupancy Tax (TOT) revenue collected in 2022. TOT continues to rise as a designated Virginia Main Street Town.



**\$620,619**

Meals Tax revenue collected in 2022 that has also seen significant growth year over year.



**146%**

TOT revenue growth, 2019 to 2022



**43%**

Meal Tax revenue growth, 2019 to 2022

## Grants Awarded For Upcoming Projects\*

**\$84,500** for off-season tourism and community events

**\$100,000** for new bathrooms and visitor center

**\$65,192** for beautification and cart path

\*\$187,000 from Northampton County and \$62,696 from Virginia Tourism

## Showing & Telling the Cape Charles Story

Marketing is more than just magazines. Our organization built and manages the "Virginia's Cape" website, the Cape Charles Main Street microsite, the online event calendars, and social media handles.



**3,253**

hours of volunteer service in 2023



**12,939**

total volunteer hours since start



**4,116**

people following Cape Charles Instagram handles



**156,334**

people reached on Cape Charles Facebook handles



**370,516**

users viewing Cape Charles website



Scan here to watch our video on YouTube!

@capecharlesmainstreet  
@capecharlesvirginiacape



MainStreetCapeCharles  
CapeCharlesVirginiasCape



## Media

Cape Charles Main Street also spearheaded:

- Virginia Living "Best of Virginia" and eNewsletter Coverage.



- Eastern Shore Radio Buy Local campaign.



- Discover Cape Charles Map Production and Distribution.

- ESVA Tourism Guide Placements.

- New Town of Cape Charles Promotional Video.

- TV Showcase Segments on WTVR's "Wayne's World" and WBOC's "Delmarva Life".



# Train Revitalization & Visitor Center

The Cape Charles Main Street organization plays a key role in the vision planning and grant funding for a new visitor center and ADA accessible public restrooms that will serve as the gateway to downtown. With a nod to preserving Cape Charles' railroad heritage, the facility will feature a rehabilitated train car surrounded by story boards, along with a brick-and-mortar building housing the Main Street offices. Plans also call for an outdoor play area for children.



# Bigger and Better Events

During the 2023 holiday season, we will host 5 Festive Friday events with a Winter Wonderland theme. We are looking to expand our tree lighting up and down Mason Avenue and keep the lights up throughout the winter season! And in 2024, we hope for the annual Love Run 5K/10K to become an officially sanctioned race!


# We need your help!

From board members to event volunteers, we couldn't make Cape Charles Main Street work without you! For more information on how to get involved, call, email, or scan the codes below.



## Contact Us

Cape Charles Main Street  
 PO Box 567  
 718 Randolph Ave.  
 Cape Charles, VA 23310  
 (757) 210-8083  
 capecharlesmainstreet@gmail.com



**Scan Here to Donate**

Cape Charles Main Street is a 501(c)(3) organization, tax ID: 82-3611632. Donations are tax-deductible.

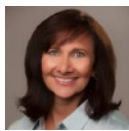


**Scan Here to Volunteer**

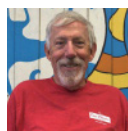
We always have opportunities for supporters willing to give some of their time for the betterment of our town.



# Meet the Cape Charles Team



**Karen Zamorski**  
Executive Director



**Bill Stramm**  
President



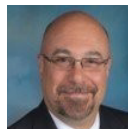
**Patsy Harris**  
Vice President



**Tammy Green Holloway**  
Past President



**Clare Nowakowski**  
Office Administrator/Marketing



**Ken Butta**  
Director & Co-Chair Economic Vitality



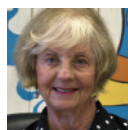
**Jay Abella**  
Director & Co-Chair Economic Vitality



**Gerry Taylor**  
Director & Co-Chair Organization



**Pat James**  
Director & Co-Chair Organization



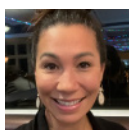
**Mollie Pickron**  
Director & Co-Chair Design



**Reginald Widgeon**  
Director & Co-Chair Design



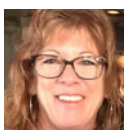
**Tara Ashworth**  
Director & Co-Chair Promotions



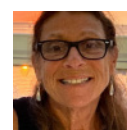
**Julie Crouse**  
Director & Co-Chair Promotions



**John Hozey**  
Board Member at Large



**Lori Peters**  
Merchant Liaison



**Susan Burger**  
Volunteer Coordinator