

## Main Street Now Mobile Workshops



Thank you for your interest in Mobile Workshops for the 2022 Main Street Now Conference in Richmond, VA. Tours are sorted by date of departure. Please be sure to pay attention to dates and times when booking, as we will not provide refunds. Any workshops that include items like meals, entrance fees, etc. are indicated next to the cost. Otherwise, any additional items are the attendee's responsibility. Please be sure to arrive at least 15 minutes prior to the listed departure time, as Workshops run on a tight schedule, and we must leave at the listed time.

*Thank you to Virginia Tourism Corporation for their generous sponsorship of Main Street Now Conference Mobile Workshops.*

### Sunday, May 15<sup>th</sup>

#### **Culpeper, VA**

**8:00am – 5:00pm**

**Cost: \$50.00**

Tucked away in the heart of Virginia's Piedmont, you can find a quintessential southern town filled with award-winning wine and craft beer, upscale boutiques and rare antiques, excellent cuisine, outdoor adventure, and locals who love their home. Come discover joy in Culpeper, where life moves a bit slower. Where the noise and chaos of crowded streets fade away, and you can reconnect with what truly matters.

#### **Orange, VA**

**8:00am – 4:00pm**

**Cost: \$60.00** (includes Montpelier ticket and lunch)

*\*Optional \$10 out-of-pocket admission if you choose to visit the James Madison Museum of Orange County Heritage*

The Town of Orange, established as Orange Court House in 1749, is the county seat for Orange County, once bounded on the west "by the utmost limits of Virginia," which, at that time, stretched to the Mississippi River and the Great Lakes. For this reason, some contend that Orange County was at one time the largest county that ever existed! Orange is considered the "hometown" of two U.S. Presidents – James Madison and Zachary Taylor. This small rural community served as Lee's Headquarters for a time during the Civil War, and following Reconstruction into the early 20th century, the town became a regional center for automobile sales and services. Its accessibility allowed it to maintain a relatively healthy economy through the Great Depression. A notable company, American Silk Mills, Inc., which was established in 1929 and processed raw silk into a finished material. During World War II, the mill was awarded a presidential citation for its production of parachutes for Allied troops! Although much of the mid-20th-century industry moved to other locations, the population of Orange has grown steadily up through the 2010 census. Orange Downtown Alliance Inc d/b/a LOVEOrangeVirginia became an accredited Main Street program in 1992.

## **Petersburg, VA**

**8:30am – 5:15pm**

**Cost: \$80.00** (*includes breakfast, lunch, refreshments, and all entrance fees*)

One of Virginia's oldest cities, Petersburg has a rich history with remarkable architectural fabric. The community, located on the Appomattox River, played major roles during the Revolutionary War and the Civil War, and it has an extraordinary African American heritage stretching from the 1700s to the present. Martin Luther King came to the city multiple times, and two of his closest advisors were from Petersburg. For over three decades Petersburg has served as a favorite location for movie productions, with the historic downtown area as a focus, including Steven Spielberg's "Lincoln" and "Harriet," "The Good Lord Bird" about the Abolitionist John Brown, and PBS's "Mercy Street" and "Dopesick." Even AMC's "Walking Dead" filmed various scenes in town, so Petersburg can even be called "zombie friendly!" Petersburg was one of Virginia's original Main Street communities and is currently working on developing strategies to become an official Main Street community once again. This tour will explore historic sites that are being revitalized for commercial and residential uses, and you will see places that you may well have already seen on film!

## **The Capital Trail**

**9:00am – 3:00pm**

**Cost: \$190 for regular bike or \$230 for ebike**

Our ride begins at Upper Shirley Vineyards with a tour devoted to the history of the Charles City County area and the beautiful James River, aka Yeokanta, that has rightly been called The River Where America Began. Three nations came together to form this country we know as America—from early English settlers, who created a new nation of freedom on the shores of this river, to the Africans who arrived in chains to bear the brunt of the work in building the industries of cotton and tobacco, to the Native American Algonquins who already called this home some 15,000 years before. As we pedal through cotton fields and past plantations such as Shirley, Westover and Berkeley, we will face the inspiring and often uncomfortable truths of our history. We will bring in America's future, introducing you to VCU's Rice Rivers Center and their work on water quality and preserving the health of all rivers. We will bike on to Historic Westover Parish Church and grounds, established in 1613 and still in use today. We pedal back to the vineyard on what was once the original grounds of Shirley Plantation, America's oldest working farm. After our 14-mile tour along the trail, we will come together at Upper Shirley Vineyards, to offer you the chance to connect over a glass of wine and enjoy a riverside lunch. Anne Poarch, owner of Basket and Bikes will speak briefly about the Capital Trail and the impact it has made on the businesses along the trail. Guided tour includes - bike, helmet, snack, water, lavender towel to cool off, glass of wine and 1 lunch entree from picnic menu, cookie and bottled water at vineyard after tour.

## **Charlottesville, VA**

**9:00am – 6:00pm**

**Cost: \$90.00**

\*Cost includes ticket to IX Art Park and Monticello ticket

Just an hour outside of Richmond, Charlottesville is well known for its history, beautiful architecture, scenic views, restaurants, and amazing vineyards. In one day, you can walk the gardens of Monticello and learn a more complete history of Thomas Jefferson and his former home. Then, visit the historic Downtown Mall, one of the most successful and beautiful pedestrian malls in the nation. It has a

wonderful mix of restored and renovated historic buildings that can be enjoyed while shopping, dining, and visiting along the brick-paved pedestrian area. After grabbing some lunch and exploring the shops, you can walk to IX Art Park and explore Virginia's only immersive art experience, the Looking Glass. Then enjoy a beer at Three Notch'd brewery or a glass of Sake at Virginia's only Sake brewery. After this full day, you'll be heading back to Richmond tired and already planning your next (and longer) trip!

### **Church Hill**

**9:30am – 2:30pm**

**Cost: \$40.00**

Church Hill, one of Richmond's oldest neighborhoods has its origins in American history, including as the site of Patrick Henry's "Give Me Liberty, or Give Me Death" speech. Since that time, and similar to many traditional urban American neighborhoods, its economic and community vitality has waxed and waned as a result of redlining, urban renewal, more automobile-centric development patterns, and other matters. Disinvestment led to decades of decline and significant increases in serious crime rates. Historic preservation efforts that began in the 1950s reversed much of this decline, but now the neighborhood faces challenges in balancing economic vitality and market forces with the need for affordable housing and social equity, especially for neighbors who had been - and in many cases continue to be - marginalized. Come learn more about the neighborhood and hear from individuals and organizations who continue to advocate for the best interests of the entire community.

**Monday, May 16<sup>th</sup>**

### **Gloucester**

**8:00am – 2:00pm**

**Cost: \$35.00**

*\*Cost includes one drink ticket and \$10.00 shopping voucher for Gloucester Brewing Company*

Visit the Gloucester Village and hear the story of the only self-supporting Main Street in the nation under the Main Street American umbrella. Born out of philanthropy and built on a real estate ownership model, this rural Main Street program has become the leader and a catalyst for positive growth in Gloucester and an example for others to emulate. Enjoy self-guided tours and see how Gloucester uses murals that tell the story of their heritage and visit one of the oldest court circles in Virginia dating to the 1600's. Shop along Main Street with a courtesy \$10 voucher and pick your spot to enjoy lunch. Include a visit to the restored 1929 Texaco and learn about this special preservation project and why these archaeologists have chosen Main Street to become their home. Join back at the neighborhood Gloucester Brewing Company and network with peers, have a beer and enjoy some live music. No need to feel guilty for having a fun day, you'll learn about various initiatives and promotions you can enact in your downtown to create vibrancy.

## **Riverfront & Manchester**

**8:00am – 2:00pm**

**Cost: \$45.00**

### *Riverfront*

When Captain James Smith first arrived at the future site of Richmond, he proclaimed it "Nonesuch Place." Much of that tribute is based in the rich, natural beauty of Richmond, especially around Richmond's "Crown Jewel:" the James River. Not only has the river served as a recreational amenity, but it has also contributed significantly to Richmond's economy. The river has been a constant backdrop throughout the City's history, and the community has rallied around using the river as a key asset for the city's future. Come experience more of this unique asset and its diverse amenities.

### *Manchester*

Originally incorporated as a town in 1769, Manchester developed into an independent city directly south of Richmond across the James River and was incorporated into the City of Richmond in 1910. An early center of commerce, Manchester also was home to numerous mills and factories. Go on a walking tour of this hip, urban area which is undergoing a massive transformation. Explore this once independent city's pre Civil War past and look at how industrial space is being redesigned for work, living and art space in the 21st century. End the tour with a visit to the Plant Zero Lofts & Artist Space and Art Works studio.

## **Shockoe Bottom**

**9:30am – 1:30pm**

**Cost: \$35.00**

Explore the oldest neighborhood in Richmond, Shockoe Bottom, learn about its rich history and the contemporary redevelopment of old tobacco warehouses into lofts and new in-fill developments; here from developers about their projects. Visit Start Up Virginia, a business incubator and entrepreneurial hub for innovations and learn about their programs. Shockoe had a major role in US slave trading and there are plans to create a heritage campus around Lumpkin's Jail/Devils Half acre and a slave burial grounds. This is all part of a new small area plan for the neighborhood, which you'll be briefed on and have a chance to see the sites. A visit to the iconic and historic Main Street Station is also included. After the tour you can stay in Shockoe Bottom and have lunch on your own and the hope The Pulse to get back to the hotel.

## **Fredericksburg**

**8:30am – 1:00pm**

**Cost: \$50.00**

*\*Cost includes a boxed lunch*

A day of learning the benefits of cross collaboration among the Main Street committees and various City departments with a bonus of supporting the local artist scene. With the City's recent investment of \$5M into the Riverfront Park, Fredericksburg is Otter-ly Amazing! Project was born. This project links the new Park with the Main Street district just blocks away. It's multiple public art installations that connects the Rappahannock River and Riverfront Park with our Downtown Main Street District. The three goals are to generate movement between the river scape, Riverfront Park, and the Downtown Business District, to provide a fun family activity that is appropriate for all ages and during all times of the year and utilize a "friendly creature" to help inform residents and tourists about the attributes of the Rappahannock River

and discover Downtown. Walk the new Park, discover the otters, and learn how economic development, tourism and the arts are connected. A box lunch is included.

## Tuesday, May 17<sup>th</sup>

### **Mending Walls**

**10:00am – 3:30pm**

**Cost: \$70.00**

This tour will kick off with a walk through the Virginia Museum of Fine Arts sculpture garden. Then we'll work our way to one of Richmond's most well-known shopping areas, Carytown. We'll explore the quirkiness of the area and even a few alleyways. After exploring Carytown on your own and grabbing a bite to eat, you'll head over to VCU's main academic campus for the second portion of this art packed tour. On this portion of the tour you will experience a true urban academic environment along with the Carver neighborhood and walls painted by local and international artists. By the end of your day you will have seen over 30 works of art and will be a mural aficionado.

### **Ashland, VA: New Life in the Old South: Economic Development in Ashland, VA**

**9:30am – 3:00pm**

**Cost: \$35.00**

Celebrating the unique and authentic aspects of this historic train town is the focus of downtown. Ashland's economic development strategy. Using Ashland as a template, tour attendees will gain a greater understanding of place-based economic development and tourism promotion. Learn about this local Main Street program's focus on developing new life in a charming southern town. The community has reimagined traditional storefronts, renovated the historic theatre, and made the railroad tracks a central attraction, all while celebrating its diverse shared history and culture. – You will gain insight and inspiration for asset-based strategies in your own community. This tour is recommended for participants capable of a one-mile walk with stops for shopping and tours.

### **Canal Walk & Riverfront**

**8:45am – 12:45pm**

**Cost: \$35.00**

The Richmond Riverfront and Canal Walk hosts a balance of economic activity, beautiful scenery, and preservation of Richmond's history. Attendees of this four-hour tour will experience everything the Riverfront has to offer, from one of *Fortune Magazine's* 100-fastest growing companies, to one of the first museums in America to tell the full story of the Civil War, as well as beautiful vistas of the James River, a guided tour of the historic Kanawha Canal by boat, and a walk-and-talk along the beautifully landscaped first half mile of the region's first 50-mile multi-use trail that goes all the way to Jamestown. Participants will walk a total distance of approximately 2 miles between destinations while you experience one of Richmond's most unique and cherished places.

## **Tour & Taste: Richmond's Historic Jackson Ward Neighborhood**

**10:00am – 3:00pm**

**Cost: \$55.00**

\*Cost includes all food and is a walking tour

Celebrate Black History in Richmond's Jackson Ward, once known as Black Wall Street for the many financial services, cultural icons, and entrepreneurs who made it thrive. Lead by Gary Flowers, an eighth-generation Virginian and fourth-generation Jackson Ward resident - this guided bus and walking tour includes an overview of the Ward's culturally historic past coupled with a sample of modern, delicious cuisine from a variety Black-owned restaurants, all within walking distance of the conference.

**Wednesday, May 18<sup>th</sup>**

### **Hopewell, VA**

**8:30am – 1:45pm**

**Cost: \$30.00**

The City of Hopewell is a community of approximately 22,600 residents and is located at the confluence of the Appomattox and James Rivers, making it an advantageous spot for early industry. City Point in Hopewell is one of North America's oldest, continuously inhabited English-speaking communities. The area and served as General Grant's headquarters and one of the world's busiest seaports during the Civil War. However, Hopewell did not become a "boom town" until the arrival of DuPont and later, other manufacturing plants. The revitalization of the Downtown is a major element of the City's overall strategy to redefine and improve the City's connection and industrial relationship with the Appomattox River. Learn how the local Main Street program is working to champion Hopewell as a healthy, vibrant, and prosperous waterfront community "where friends and rivers meet" and what strategies are being used to attract young entrepreneurs and small-scale producers to the area. Enjoy some locally roasted coffee, locally brewed mead, historical sites, gorgeous river views, and fare from our up-and-coming restaurant scene. Hopewell is a small but hidden gem – a microcosm of Americana, if you will– and the Hopewell Downtown Partnership wants to share it with you!

### **Monument Avenue**

**10:00am – 3:30pm**

**Cost: \$75.00**

\*Cost includes Augmented Reality Guided Tour

Join us for a monumental experience! Richmond's most seasoned tour guides will lead you through the infamous sites that sparked a national discussion. Discover Monument Avenue through Augmented reality glasses to both investigate its Lost Cause origins and to discuss its effects on Richmonders. After viewing and listening to archival sources, guests will dialogue about why Monument Avenue was created, who built it, and how it has changed physically and culturally during this 2-hour walking tour adapted from ARtGlass. Meet at the Virginia Museum of Fine Arts and have time to peruse the grounds and exhibits before beginning the tour. The Monument Augmented Reality tour is about 2 hours long and begins at VMFA and ends at Marcus David Peters circle and it does include the history of Monument Avenue and also the events that transpired in 2020. Participants wear augmented reality glasses that allows them to see footage and photographs from the past. The tour is still lead by a guide who facilitates discussion about the monuments, the lost cause and what the city should do now that the

monuments have been taken down. Participants will then have time to visit the Branch Museum of Architecture and Design, a museum with the mission to elevate the awareness of the transformative power of architecture and design.

### **Scott's Addition Beverage & Snack Tour**

**12:45pm – 4:00pm**

**Cost: - \$65.00**

\*Cost includes food and drink

Take a walking tour of Scott's Addition, an entertainment destination spontaneously emerging from an historic industrial district that includes 1920's vernacular, Art Deco, and New Deal-era architectural gems. Participants will taste their way through some of Richmond's most-beloved small-scale craft beverage producers of beer, cider, and mead.

### **Arts District Food Tour**

**1:30pm – 3:45pm**

**Cost: \$50.00**

\*This is a walking tour only and includes food

Richmond's revitalized Arts District, spanning parts of Jackson Ward and Monroe Ward, will capture your imagination with a mix of historically-significant architecture, under-the-radar restaurants, and inspiring art galleries.

Joining Discover Richmond Tours means exploring the neighborhood as an insider. You will sample delicious food and snacks from several amazing spots, meet chefs and business owners to discover their passion for their craft, and hear the stories that make this one of Richmond's most defining neighborhoods. But most of all, we'll make sure you have fun doing it

Be sure to bring water and comfortable shoes!

## **Tour on your Own**

### **The James River Rafting Tour**

<https://rvapaddlesports.com/>

RAIN OR SHINE! An opportunity to enjoy Richmond's Natural Assets and support the small businesses built up around outdoor recreation. Groups can do a Lower River Rafting Tour or a longer rafting tour that includes James River Falls and lunch. Attendees can choose their own adventure. The 10% off code is *MainStreet2022* and can be used for any of their activities that take place from May 14-18, 2022.



