

National Main Street's Great American Main Street Awards

Video Creative Brief for Application by Harrisonburg Downtown Renaissance

Downtown Harrisonburg: Our Past, Present, and Future

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Approximate Running Time: 2-5 minutes

Budget: \$500.00 pledged, with potential to raise additional funds

Audience: GAMSA application review committee

Potential additional uses:

- HDR website, blog, and social media
- Celebration & Reception
- Massanutten Craft + Vendor Fair on Mondays
- Presentations

Timeline: Review of rough cut in mid-November | Application due December 3, 2012

Objective:

To demonstrate the value and strength of Harrisonburg Downtown Renaissance as a key resource in revitalizing downtown Harrisonburg by citing the history of the district, the work of HDR in its redevelopment and historic preservation, and the future plans for shaping the community through economic development, promotion and events, organization, and design.

Concept Overview:

Since Harrisonburg Downtown Renaissance's founding in 2003, nearly 10 years ago, downtown Harrisonburg has seen a significant increase in locally-owned businesses, a greater diversity of community events, and an improvement in the visual appearance and atmosphere of the downtown district. Through collaboration with public and private partners, HDR has advocated for entrepreneurs by connecting them with resources to help their businesses succeed, promoted the importance of historic preservation, and enhanced recognition of the downtown district as a vibrant community for working and living.

With a commitment to supporting the diversity of the community through events that focus on the area's authentic history, a burgeoning local food culture and a growing appreciation for wine and craft beer, a close connection to outdoor recreation, and a personalized shopping experience where customers often buy directly from shop owners, Harrisonburg Downtown Renaissance is helping Harrisonburg to gain regional and national attention. Among its most notable designations, downtown Harrisonburg has been named a National and Virginia Historic District, a Preserve America Community, an Appalachian Trail Community, a Ride Center by the International Mountain Bike Association (IMBA), and the first Arts & Cultural District in the state of Virginia.

Key Messages:

The main asset of Harrisonburg Downtown Renaissance is its people – its supporters, volunteers, and those who choose to spend their time in downtown Harrisonburg. These faces are what make the downtown Harrisonburg community unique and who strengthen and extend the work of the organization. The video for the GAMSA application should highlight these faces and voices through brief cuts of why and how people spend their time in downtown Harrisonburg. What do they

love about the downtown district? Why have they chosen to open their business here? Why do they choose to spend their free time shopping, dining, or enjoying events and entertainment here? What makes our community different and exciting?

Intercut with these insights should be compelling footage of community members experiencing what downtown has to offer – whether that be enjoying a drink or meal at one of our 25 diverse eateries, shopping in one of more than 50 retail locations, or enjoying a concert or event in the district. Unique community assets should also be highlighted, such as the Harrisonburg Farmers Market, Court Square Theater, Explore More Discovery Museum, Larkin Arts, or historic Court Square.

Key Partners:

- City of Harrisonburg
- Downtown Businesses
- Other nonprofit organizations (Arts Council of the Valley, etc.)
- James Madison University

Creative Considerations:

Tone – Fast-paced, showing the activity and energy of downtown

Visual – Include historic and more recent photography, intercut with video

Additional Resources:

HDR

- www.downtownharrisonburg.org
- downtownhburg.wordpress.com
- [Facebook.com/downtownharrisonburg](https://www.facebook.com/downtownharrisonburg)

Virginia Main Street

<http://www.dhcd.virginia.gov/index.php/community-partnerships-dhcd/downtown-revitalization/virginia-main-street.html>

National Main Street

- www.preservationnation.org/main-street
- Application information: <http://www.preservationnation.org/main-street/awards/gamsa/how-to-apply.html#.UI59C1Gsd0Q>