

GAMSA Video Themes & Questions

Written by Nicole Martorana

Opening Sequence

Question: What do you love about downtown Harrisonburg?

Quick answers should include, among others: Collaboration, Historic Preservation, Support for Small Businesses, Innovation, Vibrant Culture

Collaboration (Key Partnerships)

Questions:

1. Please state your first and last name, as well as your job title and organization you represent.
2. What is your relationship to Harrisonburg Downtown Renaissance?
3. Please describe your experiences working with HDR and downtown Harrisonburg.
4. Why did you choose to partner with HDR to accomplish these goals or projects, as opposed to working with another organization or on your own?
5. What results have come from these experiences? Has this work improved the community, and if so, how?

Interviewees:

Andy Perrine | Relationship between Downtown + JMU

Harrisonburg Downtown Renaissance Board President (2003-Present)

Associate Vice President for Communications & Marketing, James Madison University

Kai Degner | Relationship between Downtown + Harrisonburg City Council

Harrisonburg City Council, Former Mayor of Harrisonburg

Realtor

Aaron Ludwig | Relationship between HDR + Pepperjack Consulting for Rocktown Events

New HDR Board Member

Co-owner of Jack Brown's Beer & Burger Joint, Billy Jack's Wing & Draft Shack

Co-founder of Rocktown Beer & Music Festival, Rocktown Wine & Dine Festival

Historic Preservation (History of Area, Heritage, Then + Now)

Questions:

1. Please state your first and last name, as well as your job title and organization you represent.
2. What is your relationship to Harrisonburg Downtown Renaissance?
3. How has downtown Harrisonburg changed over the years you have been here?
4. What impacts on the community have these changes had? What role has Harrisonburg Downtown Renaissance played in these changes and in the preservation of historic assets?
5. What changes do you foresee for the future of downtown Harrisonburg? What role will history play in the evolving community?

Eddie Bumbaugh | History of HDR + Future Progress

Executive Director, Harrisonburg Downtown Renaissance

Charlie Chenault | Role of Events in Evolution of Community (Valley 4th, etc)

HDR Board Member

Harrisonburg City Council

Paralegal at Litten & Sipe, LLP

James McHone | Small Businesses in Downtown

Owner of James McHone Jewelry, long-standing business

Support for Small Businesses (Advocacy, Resources, etc.)

Questions:

1. Please state your first and last name, as well as your job title and organization you represent.
2. What is your relationship to Harrisonburg Downtown Renaissance?
3. Please describe your experiences working with HDR and downtown Harrisonburg.
4. Why did you choose to open your business in downtown Harrisonburg, as opposed to elsewhere in the community?
5. How has Harrisonburg Downtown Renaissance impacted your business and the community of downtown businesses as a whole?

David Miller | Cooperation between Businesses, MHDH
President, Merchants of Historic Downtown Harrisonburg
Co-owner of You Made It! Paint Your Own Pottery + Fused Glass Studio

Gary Stiteler | Being a Long-Standing Business in Downtown
HDR Board Member
Owner of Glen's Fair Price Store, long-standing business

Tracy Fornadel | Clustering of Niche Businesses, Being a New Business in Downtown
Owner of RubyRed Shoe Boutique, new business in 1st year

Innovation

Questions:

1. Please state your first and last name, as well as your job title and organization you represent.
2. What is your relationship to Harrisonburg Downtown Renaissance?
3. Please describe your experiences working with HDR and downtown Harrisonburg.
4. What role does HDR play in new projects in the community? Why did you choose to partner with HDR to accomplish these goals or projects?
5. What results have come from these experiences? What impacts do you foresee these projects and other potential projects having in the downtown and broader Harrisonburg-Rockingham community in the future?

Suzi Carter | Community-Driven Projects

Program Director, Northend Greenway

Brian Shull | Economic Engines (Tourism, Key Businesses {Rosetta Stone, Explore More Discovery Museum, etc})

Director of Economic Development, City of Harrisonburg

Barry Kelly | New Construction and Renovation of Historic Properties

Owner, Matchbox Realty

Vibrant Culture

Questions:

1. Please state your first and last name, as well as your job title and organization you represent.
2. What is your relationship to Harrisonburg Downtown Renaissance?
3. With downtown Harrisonburg being designated as the first Arts & Cultural District in Virginia, how are the arts shaping the downtown community, involving local talent, and expanding cultural offerings?
4. With a growing, locally-focused, and ethnically diverse culinary culture, how is downtown Harrisonburg impacting the community's food experiences? How are these impacts affecting other elements of the community?
5. What cultural aspects are unique to downtown Harrisonburg and what role has HDR played in these aspects?

Nicole Martorana | Niche Markets in Downtown (Arts, Culinary Culture, Small Businesses)

Promotions Manager, Harrisonburg Downtown Renaissance
Local Artist

Valerie Smith | Local Arts Community

Co-owner, Larkin Arts

Ariana Witt | Local Food Culture, Working with Target Audiences (Massanutten, etc.)

Promotions Committee Member, Former HDR Intern
Marketing Coordinator, Friendly City Food Co-op