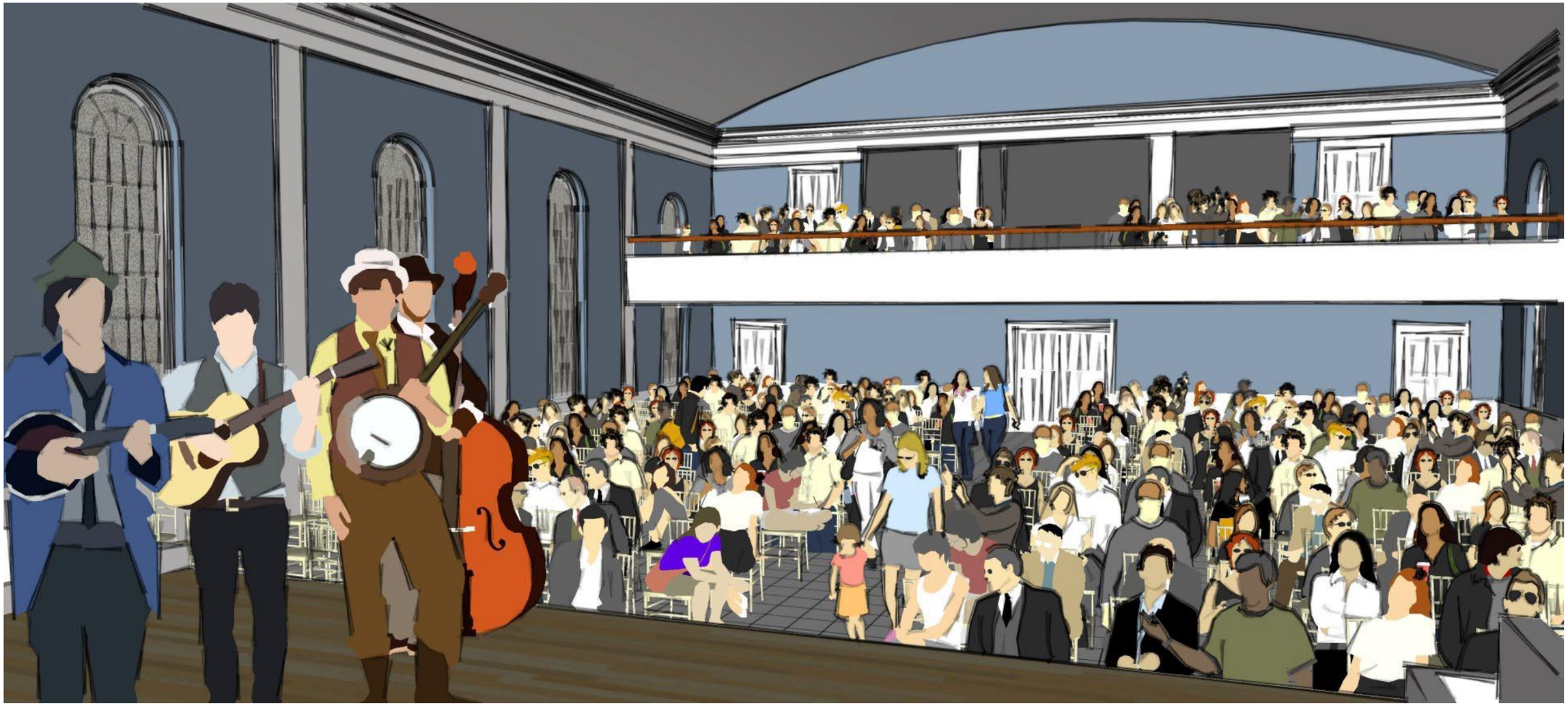
Its future?

"I was deeply saddened to see what had become of the church my family had attended from the 1920s until 2000... Last year, my daughter and I were in town for the Crooked Road festival, and were privileged to hear Olen and Frances Gardener perform in the sanctuary, along with several other excellent musicians and singers... **perhaps it can still be a place to lift the spirit and feed the soul.**"

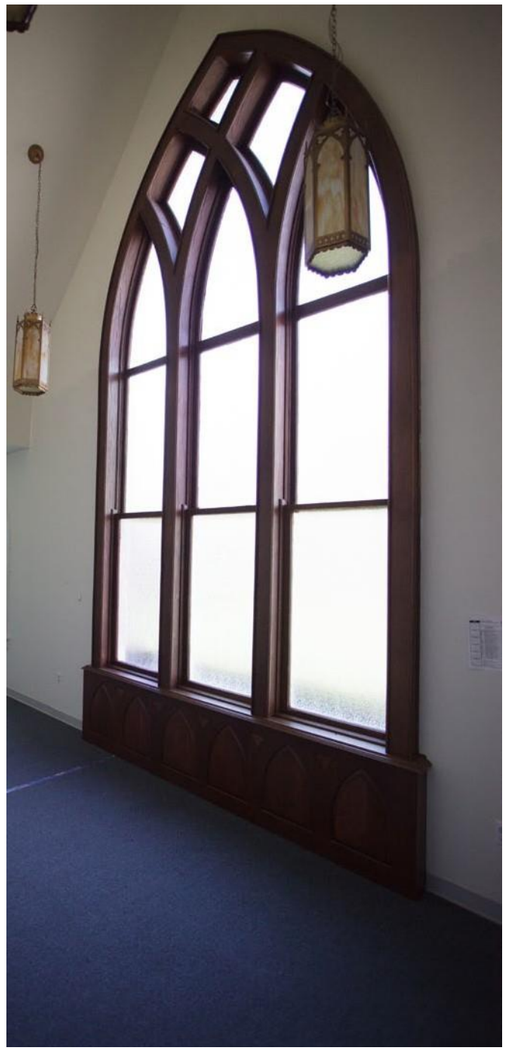
100 WEST MAIN STREET



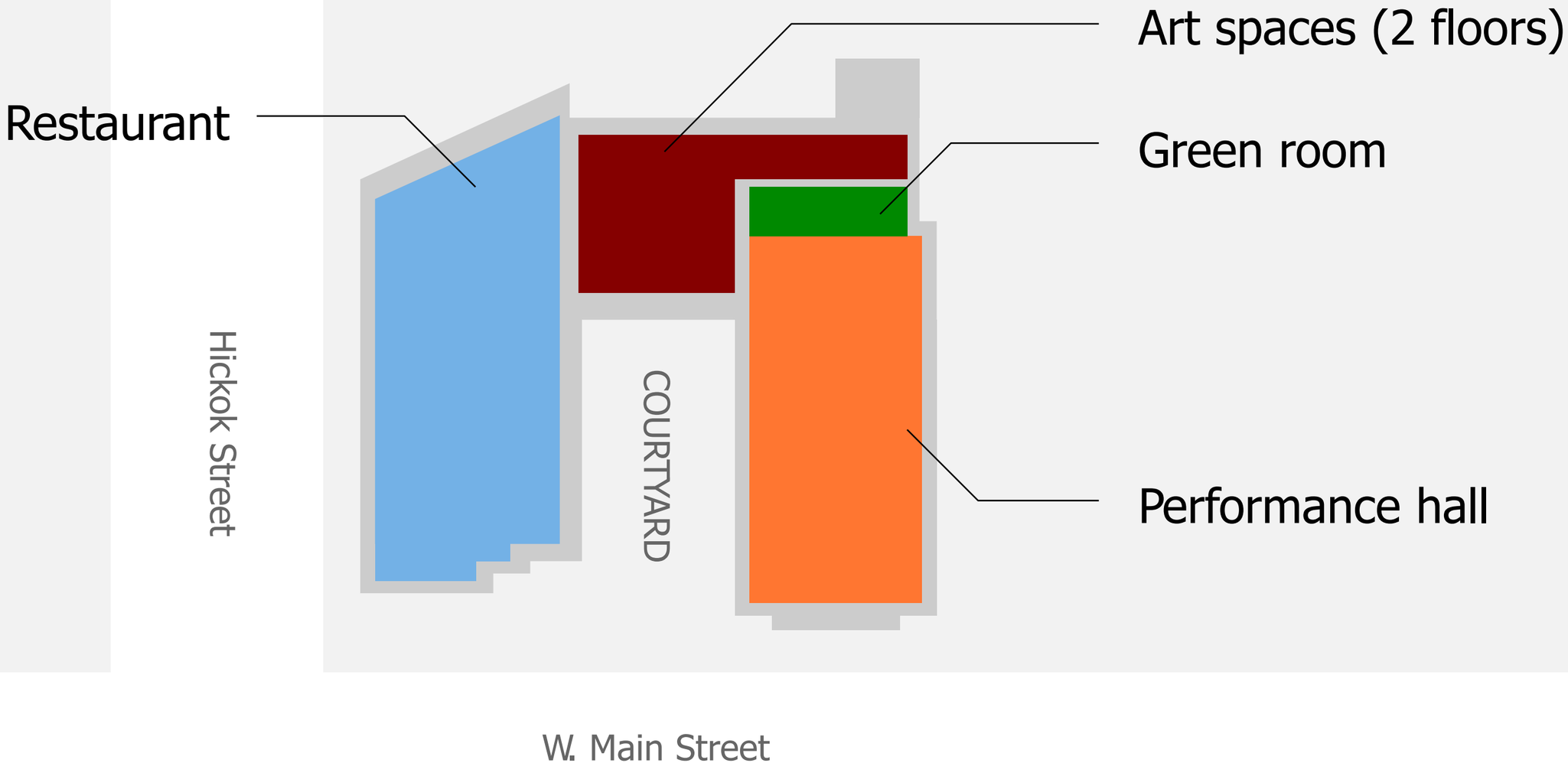
THE VISION

100 WEST MAIN STREET

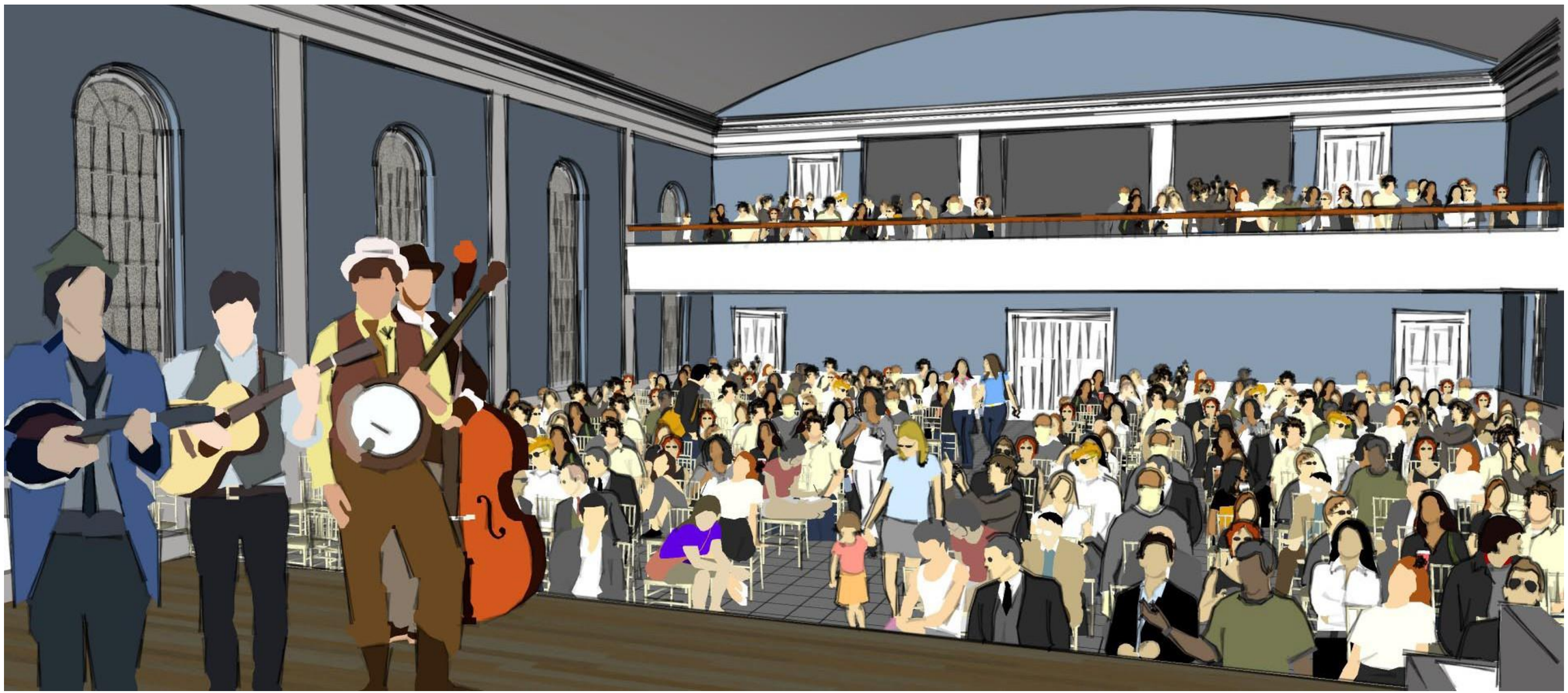
VISION



100 WEST MAIN STREET



Performance hall



Performance hall

Performance hall example

Former St. Matthews Church in St. Louis, MO

100 WEST MAIN STREET

VISION

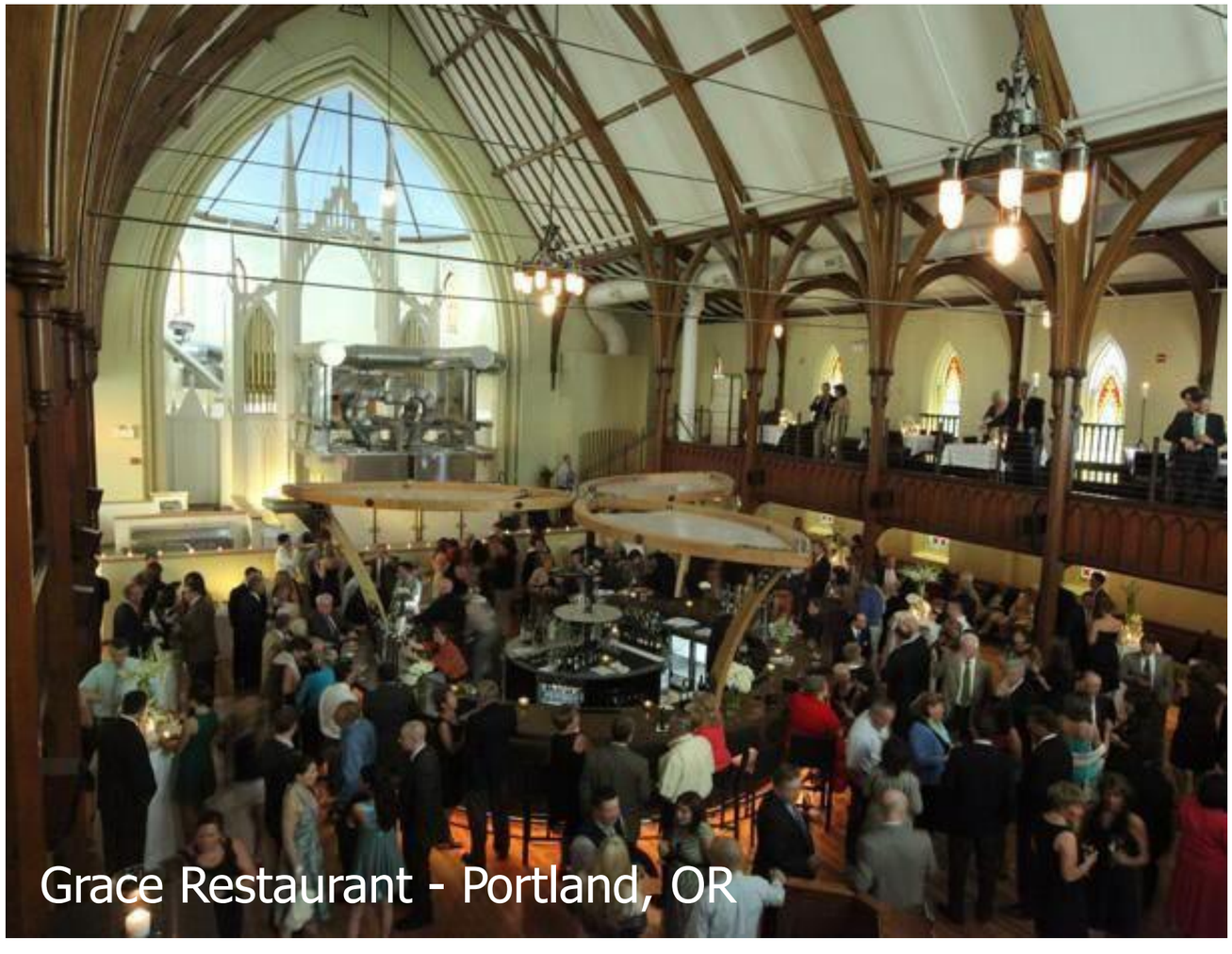
Event venue / Community space

Event venue / Community space example

Event venue / Community space example

Restaurant

Restaurant examples

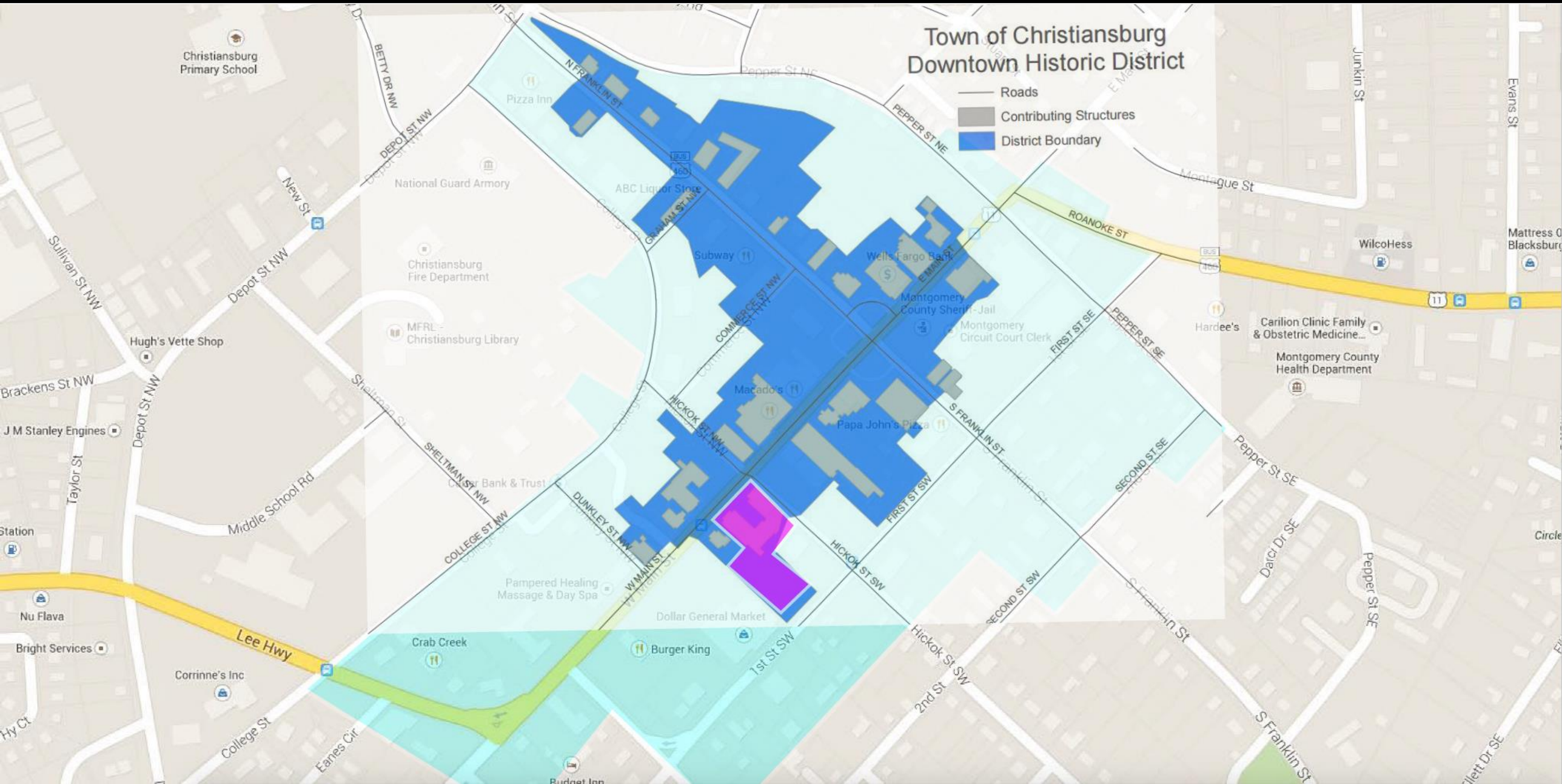

Grace Restaurant - Portland, OR

Kelley's Courtyard Cafe - FLA

BACKGROUND

100 WEST MAIN STREET

BACKGROUND

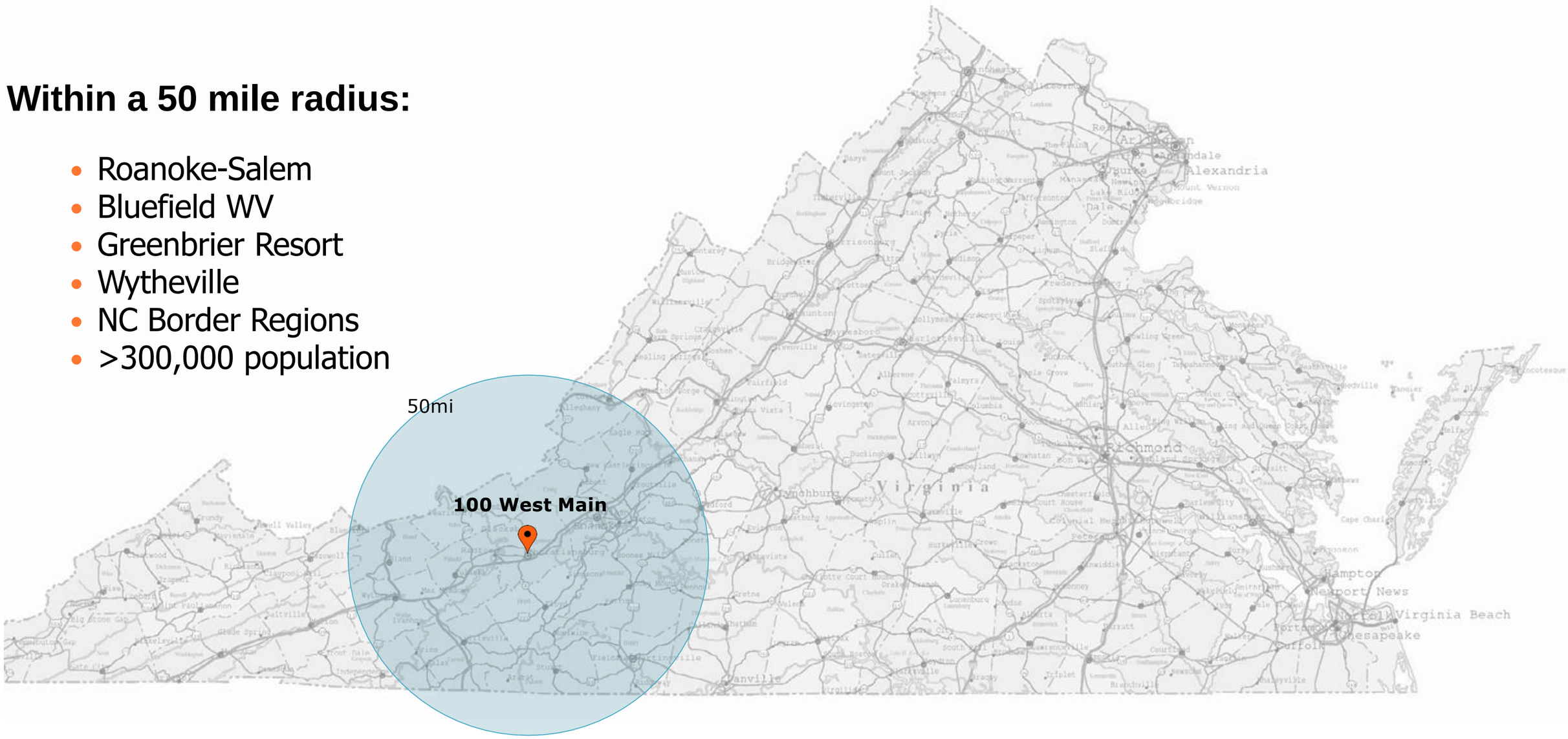


100 WEST MAIN STREET

BACKGROUND

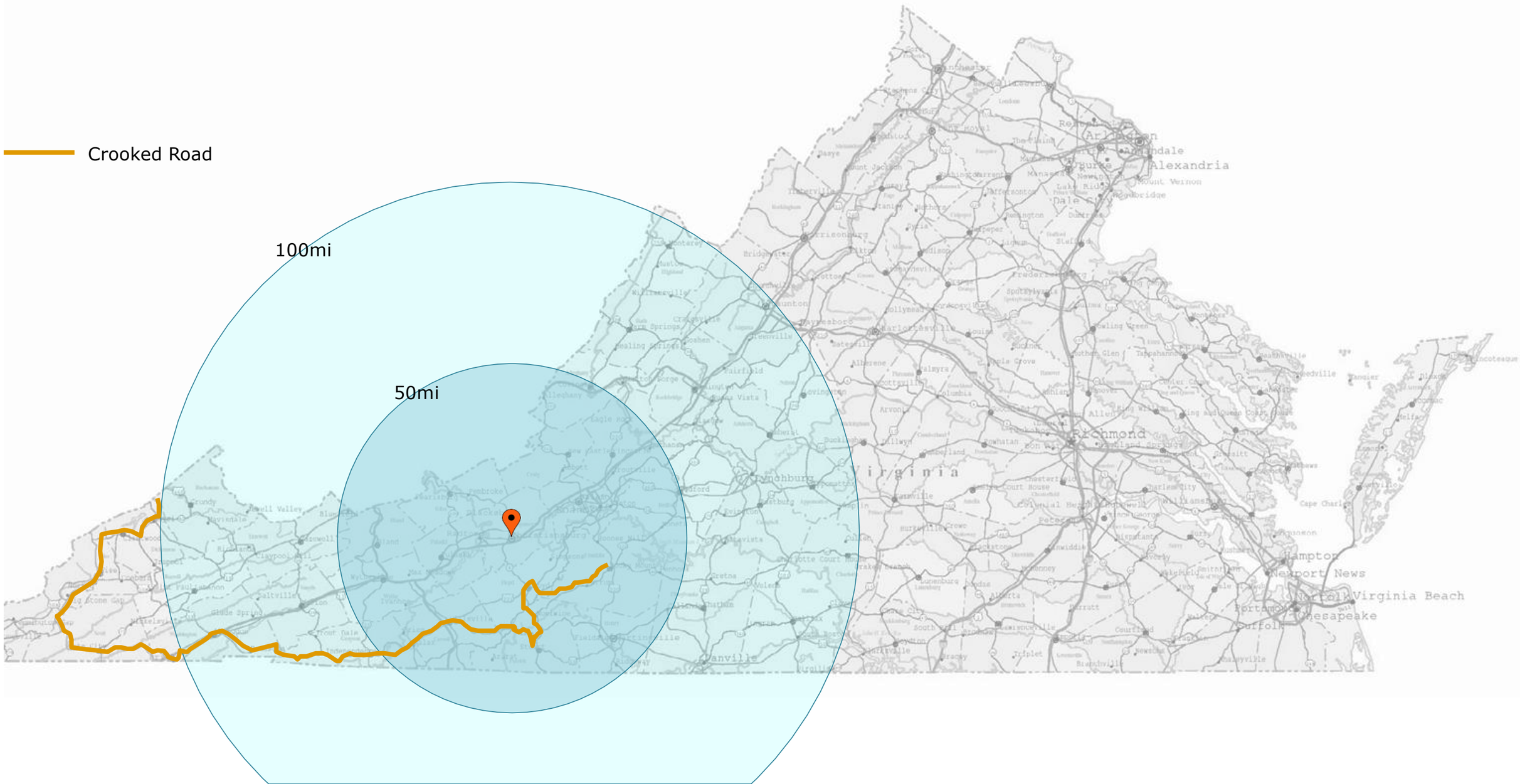
Within a 50 mile radius:

- Roanoke-Salem
- Bluefield WV
- Greenbrier Resort
- Wytheville
- NC Border Regions
- >300,000 population



100 WEST MAIN STREET

BACKGROUND



100 WEST MAIN STREET

BACKGROUND

100 WEST MAIN STREET

BACKGROUND

The Lincoln Theatre

HEARTWOOD
Southwest Virginia's Artisan Gateway

The Jacksonville Center for the Arts

JEFFERSON CENTER

FLOYD, VIRGINIA
FLOYD FEST 14
JULY 22-26, 2015

the SUN Music Hall

100 WEST MAIN STREET

BACKGROUND

Case study

Lincoln Theater, Marion

- Seats 500
- Raised $1.8 M to renovate
- "Song of the Mountains"
  PBS show airs to 170 stations

The Lincoln Theatre

100 WEST MAIN STREET

BACKGROUND

REGIONAL TOURISM OFFICE
MONTGOMERY
CHRISTIANSBURG • BLACKSBURG

SOUTHWEST VIRGINIA
authentic, distinctive, alive

Explore THE New River VALLEY

'Round the Mountain
SOUTHWEST VIRGINIA'S ARTISAN NETWORK

NEEDS/PROBLEMS

100 WEST MAIN STREET

NEEDS/PROBLEMS

- Purchase

100 WEST MAIN STREET

NEEDS/PROBLEMS

- Purchase
- Renovation

100 WEST MAIN STREET

NEEDS/PROBLEMS

- Purchase
- Renovation
- Redevelopment

100 WEST MAIN STREET

NEEDS/PROBLEMS

- Purchase
- Renovation
- Redevelopment
- Operation

SOLUTIONS

- Collaboration

100 WEST MAIN STREET

SOLUTIONS

- Collaboration
- PR/Political support

100 WEST MAIN STREET

SOLUTIONS

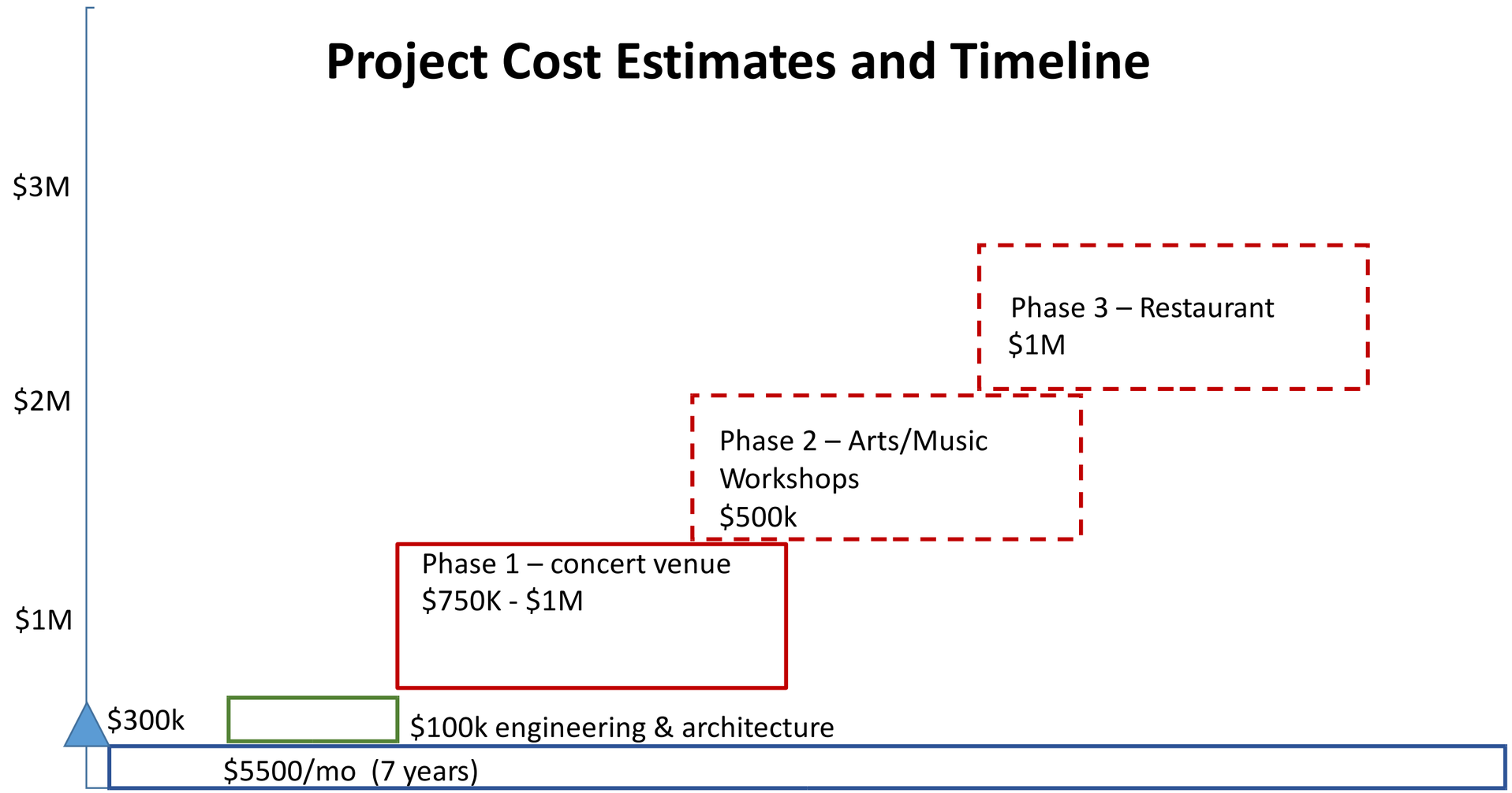
- Collaboration
- PR/Political support
- Grants

100 WEST MAIN STREET

SOLUTIONS

- Collaboration
- PR/Political support
- Grants
- Tax incentives

Project Cost Estimates and Timeline



COMMUNITY SUPPORT

100 WEST MAIN STREET

COMMUNITY SUPPORT

- Thousands of FB impressions in first two weeks
- Dozens of comments/emails
- Overwhelmingly positive

100 WEST MAIN STREET

COMMUNITY SUPPORT

"The economic potential for the area is amazing. In speaking with my friends, co-workers, etc, they all believe that **someplace like this in downtown Christiansburg is long overdue.**"

www.100WestMainStreet.com

facebook.com/100WestMainStreet