



18 Campbell Street – Luray, VA 22835 | 540.743.7700
downtownluray@gmail.com | www.downtownluray.com

April, 10 2017

Town of Luray
45 East Main Street
Luray, VA 22835

Dear Mayor Presgraves and Council Members:

The Luray Downtown Initiative (LDI) would like to respectfully request \$35,000 from the Town of Luray for 2017-2018 to continue our efforts in the revitalization of Main Street in Luray.

The Luray Downtown Initiative has been a Virginia Main Street Accredited community for 13 years, receiving its original designation in 2004. Maintaining this mark of distinction signifies that we are a part of a greater movement that has a proven record of preserving community character, impacting the local economy and celebrating local history and art. This community and its supporters have seen and contributed to amazing progress along historic Main Street. Our passion is as strong today as it began so many years ago. With your support we look forward to continued growth and promotion in Downtown Luray.

Our vision of a prosperous downtown that welcomes residents, entrepreneurs, and visitors to engage in a thriving Main Street community full of unique shops and restaurants, live entertainment, thriving businesses, natural beauty and inspiring history is possible with your support. In the upcoming year we have developed several new strategic goals that will continue to help us make an impact on Main Street including, but not limited to the following:

- Increased communication with our local business community
- Downtown Ambassador Program (DAP)
- Small Business Saturday
- Downtown Luray Visitor Guide Maps
- Upgraded Downtown Inventory and Business Guide

The LDI greatly appreciates the Town's favorable consideration and support. We look forward to a continued partnership with each of you that serve on the Council and with our community.

Kind Regards,

Meredith Dees
Program Director
Luray Downtown Initiative