



Mission: Revitalize and preserve Purcellville's historic downtown

Vision: Measurable economic revitalization, Increased demand for downtown spaces, Fewer vacant storefronts

VALUES

Community - We prioritize collaboration and inclusivity in all endeavors.

Heritage - We honor and preserve the town's historical and cultural legacy.

Sustainability - We strive for economic, environmental, and social sustainability.

Innovation - We embrace new ideas and creative solutions.

Integrity - We operate with transparency and accountability.

GOALS

Economic Vitality & Development

Support local businesses, and attract new enterprises that contribute to a diverse and robust economy. Promote tourism and draw visitors to the area by highlighting the Town's unique charm and special attractions.

Design Enhancement

Support town efforts to preserve historic architecture while enhancing the aesthetic appeal of downtown. Serve as a resource for property owners who require assistance with remodels/redesigns.

Community Engagement

Foster community engagement through events and partnerships that celebrate Purcellville's unique character.

Organizational Strength

Build a resilient and effective organization, raise PVMS credibility and sustain long-term revitalization efforts

STRATEGIES AND OBJECTIVES

Economic Vitality

- Collaborate with local businesses and stakeholders
- Secure grants and incentives to support small businesses
- Develop a business directory and marketing plan
- Raise funds for special events

Design Enhancement

- Support business and provide resources to preserve historic structures
- Implement streetscape improvements, including better signage and landscaping
- Explore infrastructure enhancements like parking solutions and bicycle paths.

Community Promotion

- Organize events outside traditional business hours to maximize participation and support for local businesses.
- Develop partnerships with local organizations and schools to foster community involvement.
- Launch a marketing campaign (through various media channels) highlighting Purcellville's unique offerings to draw local visitors

Organizational Strength

- Enhance volunteer recruitment
- Develop volunteer retention programs
- Build organizational capacity
- Provide training to build capacity for initiatives
- Establish clear processes for feedback and decision-making to improve transparency
- Establish regular progress reports with goals and plans from committees

CALENDAR 2026-27 PLANS

- \$50,000 raised through community events, community sponsorships and grant funding
- Business Directory & Marketing Plan
- Economic data collection processes for events developed
- State of downtown report with before and after statistics completed

- 10 business owners or property owners engaged with Town on Concept Plan
- A log of public spaces within downtown for beautification projects and improvements completed

- At least 1500 followers on social media
- Monthly & quarterly newsletters and blogs
- Database of business profiles
- Four large events organized- Summer Block Party, Holiday Market, Thrift & Sip, St. Patrick's Day Shamrock Fest
- Small events - community farmer's market, networking events with Purcellville Business Association (PBA), quarterly networking events for members & volunteers

- Main Street America membership established
- Training resources identified and utilized
- Number of volunteers increased by 25%
- Volunteer recognition program established
- Processes for collecting statistics on event participation established
- Systems established for volunteers and vendors Quarterly progress reports published