



CAPE CHARLES MAIN STREET
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**MISSION: “CULTIVATE A THRIVING
DOWNTOWN THAT HONORS OUR HISTORIC
COASTAL HERITAGE, FOSTERS SUSTAINABLE
ECONOMIC DEVELOPMENT AND ENRICHES THE
EXPERIENCE FOR THE ENTIRE COMMUNITY**

PROJECT OVERVIEW: “MEET ME IN THE PLAZA”

Goal:

Strategic, partner-centered economic development initiative that would address critical gaps -

- Lack of space
- Provide a comfortable space sun/shade
- Manage peak tourism times
- Extended visitor dwell time



PROJECT OVERVIEW: “MEET ME IN THE PLAZA”

- Led by Cape Charles Main Street with Partners:
 - **DHCD - \$75,000 Grant**
 - Northampton County - \$50,605 Grant for Lighting
 - **Town of Cape Charles - \$17,100**
 - The Rotary Club - \$12,024
 - Virginia Tourism Corporation - \$10,000
 - Community Volunteers

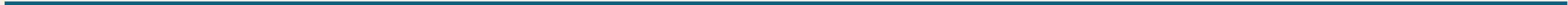


PROJECT OUTCOMES: “MEET ME IN THE PLAZA”

- Metrics for Success:
 - Foot Traffic Increase (FY24 vs. FY25)
 - 3.1% increase in visits YOY
 - Increased Dwell Time: +4 Minutes per visit
 - 14% increase in lunchtime visitation
 - Plaza adjacent business reporting meaningful walk-in traffic (+20% increase in business YOY)
 - Created 7,420 square feet of additional upgraded, activated public space
 - Added new seating for 25 including ADA accessible options
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PROJECT OUTCOMES: SECONDARY BENEFITS

- Improved quality of life
- Historic Preservation & Identity
- Inclusivity & Accessibility
- Event & Programming Capacity
- Downtown Functionality



PROJECT TRANSFERABILITY

Project Model is replicable because it:

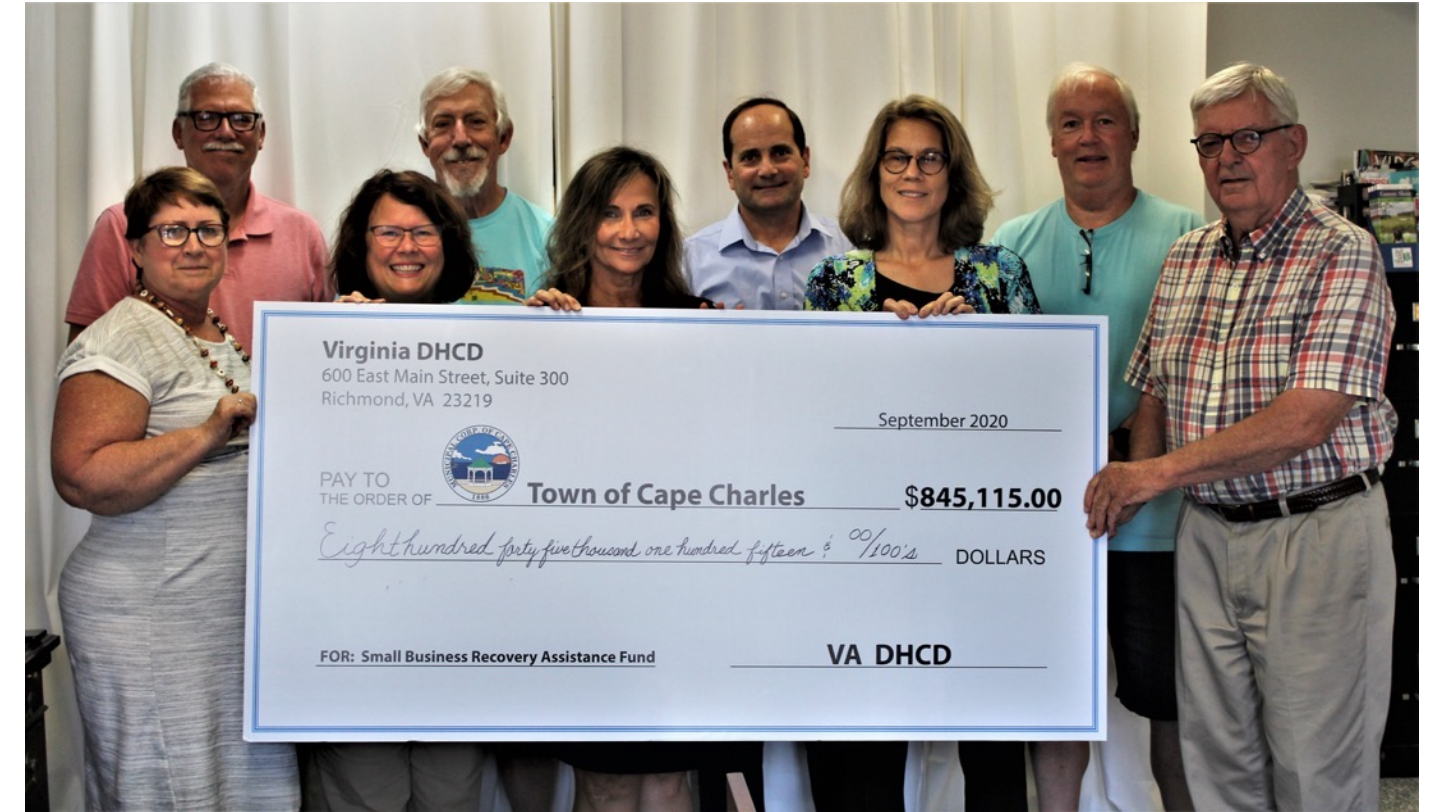
- Uses modular, scalable improvements
- Relies on Cross-sector partnerships
- Aligns with Main Street America principles and state tourism programs
- Demonstrates how public space can directly support business retention and expansion



LESSON'S LEARNED

Small communities need to leverage multiple resources to achieve big impact

Collaboration and partnerships are key to attaining your goals and running seamless projects.





**THANK
YOU!**