



THINK ORANGE VA
ORANGE COUNTY VA ECONOMIC DEVELOPMENT

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**ORANGE COUNTY AND LOVEORANGEVIRGINIA PARTNER
FOR DOWNTOWN STRATEGIC ASSESSMENT**

ORANGE, VA – In a joint partnership between the Orange County Economic Development Authority and LOVEOrangeVirginia (formerly Orange Downtown Alliance, Inc.) a downtown Orange strategic assessment will be conducted by Downtown Strategies.

“Orange County is pleased to be bringing Downtown Strategies into the Town of Orange,” said Rose Deal, Director of Economic Development. “Orange looks forward to the continuation of economic development and growth through this new partnership.”

"LOVEOrangeVirginia, in its growing partnership with Orange County, is delighted to be working with Downtown Strategies on this effort to strengthen the economic vitality of the Town of Orange," said Charlotte Cole, LOVEOrangeVirginia Executive Director. As an accredited Main Street program, our focus is to support small independent businesses, cultivate an entrepreneurial environment, and work with all stakeholders. Thanks to the generous support of one of our donors, LOVEOrangeVirginia is able to contribute to the funding for this project and help create a roadmap to guide our future work."

The Downtown Strategies team will facilitate an in-market workshop with business owners, merchants, community leaders, and elected officials to solicit feedback and encourage dialogue. The end result will produce a customized strategic plan with specific strategies focused on policy, design, tourism, and economic catalyst opportunities for the downtown area.

For more information, please contact Rose Deal at the Orange County Economic Development Office at (540) 672-1238 or rdeal@orangecountyva.gov or Charlotte Cole at LOVEOrangeVirginia at (540) 672- 2540 or odaexecd@gmail.com.

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