

CITY OF DANVILLE, VIRGINIA
Office of Economic Development

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For Immediate Release

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Thursday, November 17, 2011

~Grand Opening for Gourmet Frog Scheduled for November 19, 2011~

DANVILLE – Mike and LeeAnn Neddo, owners of the Gourmet Frog located at 312 Main Street, announced plans today to hold a Grand Opening on Saturday, November 19, 2011 from 10:00am – 7:00pm. Festivities include a wine tasting and a select sampling of specialty food items and dips, door prizes, gift baskets and an official ribbon-cutting at 2:00pm. Located in the River District in the former Atrium building, the Gourmet Frog features a selection of specialty food items, wine, craft beer and a gift shop that showcases local and regional artists.

The Neddo's originally operated their gift shop in Pelham, NC but quickly outgrew the location. When faced with a decision to relocate, Mike and LeeAnn chose downtown Danville. "We had been watching the progress in downtown Danville for a while and we knew the time was right," stated Mike Neddo. "Because of the many previous economic development announcements in downtown and the City's support of the River District, I felt Main Street gave us the best opportunity to grow our business." LeeAnn added, "I am looking forward to better serving the Danville market by catering to the public's specific needs regarding specialty beer, wine and gifts."

The Industrial Development Authority of Danville (IDA) purchased the Atrium buildings in early summer 2011 with the intent of making minor exterior improvements and then marketing to an attractive end user. The IDA spent approximately \$23,000 sprucing up the once vacant building. Improvements included replacing the leaking roof, landscaping, general cleaning and bringing the building up to code according to the City of Danville Inspections Division requirements. “The IDA’s goal is to gain control of targeted River District properties, make minor improvements to strengthen marketability, and then get the buildings back into the hands of the private sector,” stated Richard Turner, Chairman of the IDA. “The ability to work with the Office of Economic Development to secure this building and to then recruit a tenant like the Gourmet Frog is a win-win situation for the IDA and the City.”

Since December 2010, there have been 10 announcements in the River District. Those announcements include: Amburn & Co. Salon & Spa on Main, Jake’s on Main, 316 Cibo, Adams Shoe Shop, Noblis, Spin Bike Shop expansion, Dan River Art Works, Averett University and the Danville Regional Foundation, Danvillian Gallery, and the Meredith Gravely School of Dance.

The Gourmet Frog is open on Monday – Wednesday from 10:00am – 5:00pm and Thursday – Saturday from 10:00am – 7:00pm. After Thanksgiving the Gourmet Frog will be open seven days a week through Christmas. Call the store at 434-710-7479 for more information.

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