

News Release

City of Danville, Virginia
Office of Economic
Development
www.discoverdanville.com



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River District Association, Office of Economic Development launch website

The River District Association and Danville Office of Economic Development have launched a website — DanvilleRiverDistrict.com — that vividly displays images of the district and provides information about what the district has to offer.

Ernecia Coles, executive director of the association, said the site serves as a digital brochure that can be clearly viewed on smartphones, tablets and desktop computers.

“DanvilleRiverDistrict.com is a user-friendly website that shows what makes the River District unique and special,” Coles said. “It is a great resource for visitors seeking current information about where to eat, where to shop, available services and living options, as well as fun activities and events that take place in the district.”

In addition, Coles said entrepreneurs who wish to open a business in the River District will find links to a database of commercial spaces for lease and buildings for sale.

“The River District is not only an awesome place to shop and have fun, but it's also an exciting place for a business to get started and to be a part of the renewal of a historically significant Danville community. We believe this website reflects the many opportunities available.”

Telly Tucker, director of economic development for the City of Danville, said he is excited to have a website to promote “all things River District.”

“It’s such a benefit to have a site highlighting many of the quality of life amenities in our downtown including: restaurants, retail, events, trails, river, etc. Each of these assets helps communicate a sense of place which is crucial to a successful economic development platform when recruiting new industry.”

Among the website features is multimedia content, including an image gallery with before-and-after photos of the many buildings that have renovated and repurposed as part of the City’s River District Development Project, which began six years ago with

streetscape improvements, utilities upgrades, and renovation and repurposing of once vacant, deteriorating buildings. Because of the new amenities and stabilization of buildings, private investments are being made in the district, and they outpace public seeding by three-fold.

To capture the spirit of the changes, the City last year unveiled a new brand for the district. The brand uses the tagline slogan: "Danville River District: Reimagine That." The tagline slogan is featured prominently on the new website.

The new website also features news stories, a calendar of events and a map of the district, which generally consists of the traditional central business district, historic tobacco warehouse district and manufacturing area, and contiguous areas. This area has been the commercial and administrative heart of the city since the 1790s.

The River District Association was organized in 1999 as the Downtown Danville Association. In May 2015, the organization was renamed the River District Association to complement the City's River District brand.

The Danville Office of Economic Development recruits and retains businesses for the Danville area. The office provides information on sites and buildings, incentives and other financial resources, and it offers a website — DiscoverDanville.com — designed for the business community.

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