



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Corrie Bobe
Director
O. 434.793.1753

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Dan River Falls wins Region 3 Mid-Atlantic People's Choice Award at National Brownfields Conference

The Danville Office of Economic Development & Tourism (DOEDT) announced that Dan River Falls was awarded the Region 3 Mid-Atlantic People's Choice Award at the 2025 National Brownfields Conference in Chicago, Illinois on August 5, 2025.

These awards celebrate organizations and transformative projects that turn underused or contaminated sites into thriving spaces, creating jobs, boosting economic growth, and building stronger communities. Dan River Falls, a 550,000 square-foot mixed-use redevelopment, was selected for its successful environmental assessment, innovative design and approach to challenges, and lasting positive impact on the surrounding community.

City Manager Ken Larking expressed appreciation to state and federal partners who provided funding to help remediate the formerly blighted textile mill. "Our staff applied for and received nearly \$1.2 million in state and federal funds that helped to clean up the area and make it ready for a second life," Larking said. "For older industrial cities like Danville it is this kind of support that allows our community to breathe new life into important historical assets like the White Mill. It's important for both the social impact and positive return on investment for our community, state, and country."

Danville received \$1.1 million in Virginia Brownfields Restoration and Economic Redevelopment Assistance Fund (VBAF) grants and \$83,000 in Environmental Protection Agency (EPA) funds to study and remediate environmental issues at Dan River Falls, the nearby pedestrian bridge, and Riverfront Park.

"The transformation of Dan River Falls represents the very best of what can be achieved through collaboration and vision. What was once a vacant, blighted property has become a vibrant anchor along our riverfront, instilling a sense of pride in our community and serving as a model for revitalization across the nation," said Corrie T. Bobe, DOEDT Director. "This recognition is a

testament to the hard work of our partners and the invaluable support we received from state and federal agencies who believed in the potential of this project.”

The National Brownfields Conference is the largest event in the nation focused on environmental revitalization and economic redevelopment. The event brings together stakeholders from government, industry, and the community to share knowledge and best practices on the remediation and redevelopment of contaminated properties, known as brownfields, with the goal of promoting the cleanup and revitalization of these sites across the United States.

Learn more about brownfield redevelopment at <https://gobrownfields.org/>.

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About the Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism recruits and retains businesses for the Danville area. The office provides information on available sites and buildings, incentives and other financial resources and offers a website designed for the business community: www.discoverdanville.com.