



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City of Danville and River District Association host River District Block Party

The Danville Office of Economic Development & Tourism (DOEDT), in partnership with the River District Association (RDA), hosted a River District Block Party on Saturday, November 15, on North Union Street, Danville. This final community engagement workshop for Plan Mechanicsville welcomed over 150 participants to give their ideas and feedback that will guide the planning process of the Mechanicsville District's future.

Attendees enjoyed a food truck, live music, family-friendly activities, including a children's bounce house, and apparel giveaways.

Samantha Bagbey, DOEDT Project Manager, said, "Mechanicsville is a vital part of Danville's story. Through Plan Mechanicsville, we are uplifting community voices and shaping a future that reflects both their history and their hopes. With events, like the River District Block Party, and our strong partnership with RDA, we are building a neighborhood that feels like home while opening doors to new opportunities. This weekend was only the beginning."

"Events like this show just how powerful it is when a community comes together with a shared purpose," shared Alyssa Turner, RDA Interim Director. "We were thrilled to see individuals come out to connect and share their ideas for the future of this area, while still honoring its history. As we continue to partner with the DOEDT, the input we received will play a crucial role in guiding the next steps for Mechanicsville and ensuring the revitalization will reflect the voices of those who live, work, and spend time in this community."

Plan Mechanicsville marks Phase 2 of the River District Redevelopment Plan, building on the district's momentum as a vibrant center for business and residential life. This initiative will be developed in three phases: Community Assessment, Community Workshops, and Plan Development. The final master plan is expected to be completed by Spring of 2026 and will combine professional expertise with community input to produce a clear vision and direction for the future of this historic neighborhood.

The Mechanicsville District is defined by the boundaries of Poplar Street, North Ridge Street, High Street, and Memorial Drive.



Residents are invited to complete the community survey at <https://www.surveymonkey.com/r/planmechanicsville> and visit <https://ourmechanicsville.com/> for additional information.

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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.