

DOWNTOWN ROANOKE, INC

Annual Report 2009-2010

Celebrating 50 Years

MESSAGE FROM THE PRESIDENT AND CEO

It is hard to quantify how much Downtown has changed over the past 50 years. In 1960, Downtown Roanoke was the lynchpin of the region's growth thanks to its close affiliation with the railroad. Financial sector and retail bloomed in the light of the railroad's awesome investments in the Downtown district.

By the late 70's however, the strength of the railroads impact on Downtown was waning. Competitive commercial and retail developments followed a general residential migration out of the city. But for the leadership of key city and community visionaries, Downtown Roanoke would have followed its peers around the southeast into oblivion. Instead the design '79 initiative breathed new light into the district; specifically a new energy was focused, right here on the Market, in the form of the new Center in the Square complex and a renovated Market Building.

But the evolution of Downtown is not a just story of 50, or even 30 years ago; even over the past 15 years, DRI has been instrumental in maintaining downtown progress. The conversion of the former Norfolk and Western administrative complex into the Higher Education Center and one of Downtown's first residential conversions as well as the establishment of the Downtown Service District are arguably DRI's most lasting contributions to Downtown economic growth. And even now the Downtown story is not complete. We celebrate amidst the promise of close to 50 million dollars of public and private investment just in those properties immediately adjoining Market Square. And beyond the Market District, investment in growing in all areas of Downtown as residential conversions, boutique offices and unique galleries replace underutilized buildings from Jefferson Street west all the way to the Cotton Mill.

And so this year was about celebrating. Not just celebrating the past, our memories and our milestone, though we have earned the right to pause and reflect on our collective achievements of the past 50 years; but principally to celebrate the future of Downtown, to maintain and accelerate our momentum.

Sincerely,



Sean C. Luther



Downtown
Roanoke^{INC}
make it yours



Lt. Gov. Bill Bolling speaks at
DRI's 50th Annual Meeting
Photo by William Mahone

MISSION STATEMENTS

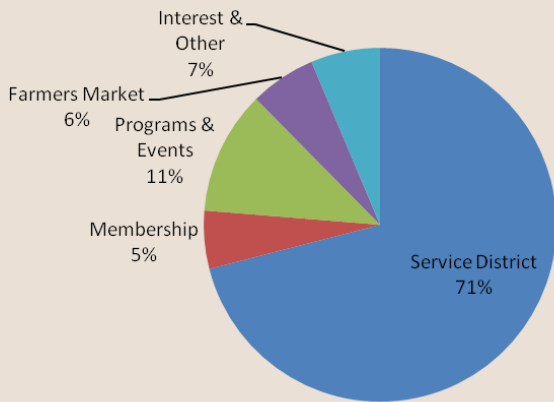
Downtown Roanoke, Inc

Making your downtown experience exceptional through programs, marketing, events, economic development, advocacy and leadership.

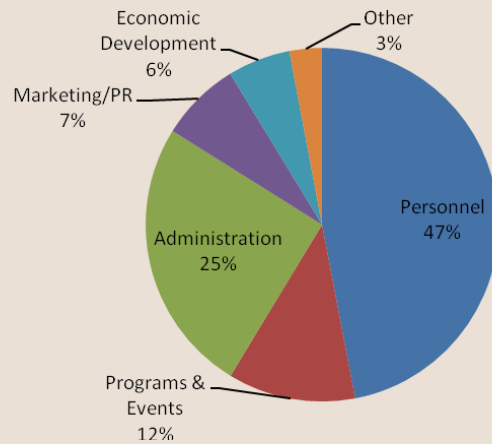
The Historic City Market

To provide Roanoke and the surrounding area with locally grown foods in a direct farm-to-consumer venue and to increase awareness and support of regional agriculture.

FY 2010 FINANCIALS



REVENUE



EXPENSES

A SPECIAL THANKS TO OUR 2009-2010 SPONSORS

- Appalachia Press
- BB&T
- Blue Ridge Copier
- Center in the Square
- Chocolatepaper
- City of Roanoke
- Dave's Moonwalks
- Haley Toyota
- Gentry Locke Rakes & Moore
- Little Dipper Cafe
- Jefferson College of Health Sciences
- MemberOne Federal Credit Union
- Musselwhite & Associates
- Q99 WSLC Radio
- SPCA
- The Roanoke Times
- RRMM Architects
- Sunny FM
- SunTrust Bank
- Waldvogel Commercial Properties
- WDBJ 7
- WSLs 10

And to our Golden Anniversary Partner:



**Downtown
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make it yours

Downtown Roanoke Incorporated

213 Market Street
Roanoke, Virginia 24011

540-342-2028
DRI@DowntownRoanoke.org

www.DowntownRoanoke.Org

Staff

Sean C. Luther:	President & CEO
Tina Workman:	Director of Events
Lyndsay Smith:	Program Manager
Jennifer Johnson:	Market Manager