

Orange Downtown Details

News from the Orange Downtown Alliance

September 2007

Dear Stuart,

The Orange Downtown Alliance is happy to introduce the Orange Downtown Details. The newsletter will keep you up to date on what is happening in the Town of Orange. If you have news on the town, let us know and we will help get the word out. Thanks!

Revamped ODA Brand and Website Go Live



With the help of [Media Orange](#) and [Design 3](#), the Orange Downtown Alliance has completely revamped its website and branding. Don't be surprised when you see a new look and colors in correspondence from ODA. The logo is in the picture to the left, and the website is now a place to find information on the Town of Orange. The site now provides information on events, available properties and business opportunities, a photo gallery, information on the organization, news and publications from the organization and information on membership services. Check it out at www.orangedowntownalliance.org. It is constantly being updated so be sure to check often to see the many things happening in town!

Robertson Fountain Plaza Dedicated



On August 25th, over 200 people braved what turned out to be one of the hottest days of the summer to celebrate the dedication of the Robertson Memorial Fountain Plaza. The fountain is not quite finished, but the event was a celebration of the hard work that many people have put into getting the fountain ready and the most generous gift of Mrs. A. Stuart Robertson

honoring her husband and their daughters Gwyn, Ellis, and Lucy B.. The gift to the Orange Downtown Alliance through the Charlottesville Area Community Foundation was given to the town that afternoon. The design was by landscape architect John James and the construction was lead by Rogers Masonry and W. A. Sherman Company. The sculpture was made by Robert Bricker. The fountain is on Short Street near the historic Train Depot. The project is currently being landscaped and the sculpture should be installed shortly. The fountain will be open for public enjoyment shortly!

Piedmont Crossroads Regional Visitors Center Opens

The long awaited Piedmont Crossroads Regional Visitors Center opened on August 28th with much fanfare. The three county effort of Orange, Louisa, and Fluvanna has turned out a wonderful center

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Director's Note



We are coming near the end of the year which is important for people who are interested in the Town of Orange Enterprise Zone. The enterprise zone provides incentives for businesses and owners of commercial or industrial properties in the Town of Orange.

Incentives are provided both locally and through the Department of Housing and Community Development at the state level. Investors could qualify for up to 20% of hard construction costs in a **cash grant!**

Please visit [ODA's Services Page](#) or call 540-672-2540 for more information.

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and provided visitors a place where they can learn about the wonderful offerings of the area. At the opening Orange County Director of Tourism stated, "The tourist isn't concerned with what county they are in, they care about having a good time and seeing what an area has to offer." The center will most definitely provide information on how a visitor can have a good time and experience this great area. ODA collaborated with the tourism department in developing displays on the area. If you have the chance you should visit the new center - it is in the new Best Western at Zion Crossroads, at exit 136 off of Route 64, on Route 15. For more information on the center visit the [Orange County Department of Tourism](#) or call 540-672-1653.

The Orange Downtown Alliance is committed to improving the quality of life and the business climate in the Town of Orange through economic development, tourism development and the 4-Point Main Street Approach. Please contact ODA if you have any questions or for more information on how we can be of assistance.

Sincerely,

Stuart Andreason
Orange Downtown Alliance

**Town of Orange
Government**

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