



# GALAX DOWNTOWN ASSOCIATION

Working to Benefit the Community of Galax, Virginia

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Merchants, Professionals, and Community in Partnership

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## CANS FOR COUPONS

The GDA is facilitating another opportunity for you to help out the community with our Cans for Coupons Promotion. We are asking participating businesses to place a donation box in their store to collect food for the Rooftop of VA Food Pantry. To encourage the public to bring in donations, we suggest each store to develop their own coupons or discount that you feel is appropriate & we will help promote this campaign.

When someone brings in a donation, they would be given a coupon OR a discount of your choice (ex- 5% off purchase, 10% off a line of merchandise, etc).

Please email Jenny back by 3/1 and the GDA will compile a list of participating businesses that you can display on your door so that the public will know that you are a participating merchant in the Cans for Coupons Promotion. This will also be mentioned in the Gazette in an upcoming article.

## GDA MIXERS MIX WITH SHOP LOCAL

Much focus has been made lately about the importance of shopping locally. The GDA embraces that philosophy because of the significant benefits to shopper, the business owner, the residents of Galax, and ultimately, the local economy.

### Benefits for the Shopper

- Local stores have wide range of products at affordable prices
- Saves you Time, Money and Saves the Environment

Helping local stores to be stay open allows convenient shopping for those who have more difficulty patronizing big box stores like the elderly and handicapped.

### Benefits to the Business

Cash flow helps pay employees, overhead, and inventory

### Benefits to the Residents

- Supporting local business keeps businesses open and creates a vibrant, desirable, hometown with a distinct personality that people want to visit and.
- A portion of revenue from local businesses is paid to the city who use it for services for residents: garbage pick up, school funding, road maintenance, public library, etc.

When small town local shops close, so do others local shops such as hair dressers, vets, dentists etc.

The Galax Downtown Association is championing the "Make Change, Buy Local" cause. It is the responsibility of everyone who enjoys the current quality of life in Galax or those who would like to see some improvements to support our local entrepreneurs and maintain our

**Next GDA Meeting  
Monday, August 11  
6:15 pm at Rooftop**

current "players" while creating an environment to attract others. We suggest that every person that reads this statement make the effort to visit one business in Galax that you have not previously visited to become familiar with goods and perhaps, find something you, yourself need or plan to give as a gift.

**That is one of the reasons behind the GDA Mixers.**

It is important for business people to socialize and interact with fellow entrepreneurs. It gives other members an opportunity, after business hours, to visit other establishments and become familiar with products and services available in the community. Knowing what lines, merchandise, and trades can be provided locally allows for business people to make informed referrals and keep more revenue in local shops.

## GET EXCITED FOR THE FARMER'S MARKET

Spring is right around the corner, thank goodness. We are getting the committee together to plan activities and promotions at the Farmer's Market and need your help – or the help of someone you know who is a FM Fan. We would like to make this year's season a fun, "Must See Destination" for visitors and a downtown draw for residents. A successful Farmers Market will increase traffic downtown and offer a platform to showcase all our other attributes.

We are hoping to encourage a few citizens, business owners, and interested parties to help us shape this year's Farmer's Market. Organizers would like to have live local music, cooking demonstrations, cook book swaps, and a variety of other activities to create a fun, festive atmosphere with events every weekend from June through October. We need people with ideas and people to help arrange those activities. Please help the cause by attending the meeting on **Thursday February 26 at 6 pm** in the lower level of Rooftop to brainstorm and build the 2009 Farmer's Market Season.

## GIFT CERTIFICATES AND GDA MERCHANDISE AVAILABLE AT CHAPTERS BOOKSHOP

As the Rooftop Craftshop has now closed for the winter, the GDA has made our t-shirts, sweatshirts, bumper stickers, souvenir glasses, and ornaments available at Chapters Bookshop. Merchandise sales are an effective fund raiser for the GDA and having products available year round is essential. Members can be supportive by displaying signage in their stores and businesses promoting our product availability. A display featuring GDA merchandise will soon be showcased in the former Roy's Diamonds window with a sign directing them to Chapters where the items can be purchased.

In addition, members should be glad to know that we are continuing to **sell GDA gift certificates year round**, also at Chapters. Every GC sale keeps that money in member businesses and in the community. The gift certificates will be redesigned to be appropriate year round but will still be numbered, signed, and stamped with the official GDA seal. Please check for these signs of authenticity.

Chapters Bookshop offers the GDA a beneficial scenario because of their bar code inventory system for easy accountability, available space for product, and increased visibility from traffic flow, and extended hours of operation.

If you have any questions, please contact the GDA office at 236-0668 or email [galaxdowntown@yahoo.com](mailto:galaxdowntown@yahoo.com).

## BUSINESS OF THE MONTH

The GDA focuses on promoting our members to the business community and the citizens of Galax. In this new feature, we will showcase one member business that has made a successful, vital contribution to the community through their specialized products and services.

For the inaugural edition of GDA Business of the Month, resounding support echoed to honor Grayson National Bank for their steadfast support of festivals and local events, community action programs, schools, fire departments, rescue squads, and charitable causes. The GDA proudly recognizes GNB for their leadership and fidelity as the first business of the month.

GNB has been a strong leader in the business community since the first branch opened in 1900. Through their prudent actions in good times and bad, Grayson National Bank has thrived as a hometown bank to the expansion of 9 offices in 7 communities. GNB has succeeded by tailoring their products and services to meet the needs of customers and businesses, then delivering those products and services in a friendly, personal setting that's difficult to find in the larger regional or national financial institutions.

## PLANNING AHEAD

The GDA Board is thinking into our future and laying some groundwork to strengthen our organization. We have met with Doug Jackson from the Virginia Main Street Program to evaluate the benefits of becoming a fully designated VA MS Community. Currently, Galax is an affiliate community. It is our goal to foster a more efficient and effective organization for our members and our community.

If you are a member of the GDA or a proactive citizen and share our goals of strengthening the economic foundation of our local business community, maybe you belong on our team. Board Member elections are around the corner in May, for appointment in July. If you would like to help shape the future of the GDA and our impact on the future of our city, please communicate your interest to a current Board Member or the GDA office. We are looking for a few good minds – open to envision great things for the future!

Springtime is coming and I've noticed that everyone is getting their stores spruced up and ready for spring! In preparation for "Spring Cleaning" I'd like to encourage ALL of our current GDA members to "Throw Out" all the negativities of the past and prepare for all the exciting opportunities we have ahead. On that note, here is a brief list of the upcoming opportunities for you to participate in.

~Cans for Coupons: The GDA is facilitating this promotion beginning in March and would like each participating store to display a box for food donations that will be given to the Rooftop of VA Food Pantry. Businesses will design their own coupons/discount for customers that bring in a food item. For example: 10% off purchase with food item donation. You will be responsible for giving the discounts as well as notifying me or Rooftop when you have a box of food that needs to be picked up.

~Bunny Hop: We are looking for interested members to voice their interest and help us plan this event.

~Mixers: Our first GDA mixer at Margo's was a wonderful success! We're currently looking for businesses to host a mixer. We have openings beginning in July, please contact me to sign up today.

If you have any further questions about any of the items listed above or have any ideas that you or your business would like to facilitate, please feel free to contact me! I'm looking forward to the wonderful opportunities we have ahead in 2009 and truly hope that each of you will consider taking a more active role in the GDA so that we can continue to move forward to make Downtown Galax the destination we all desire it to be!

~Jenny

