



*DOWNTOWN PULASKI IS BECOMING A HUB FOR ENTREPRENEURSHIP BY ATTRACTING ACTIVE INNOVATORS WITH A UNIQUE, LIVABLE DOWNTOWN DISTRICT ORIENTED TO OUTDOOR RECREATION, COMMERCE, ARTS AND CULTURE.*

- SUPPORT AND CELEBRATE EMERGING AND EXISTING BUSINESSES •
- IMPROVE COMMUNITY APPEARANCE •
- ACTIVATE A DOWNTOWN BIKE AND PEDESTRIAN SYSTEM •
- WELCOME NEW AND POTENTIAL RESIDENTS •



*Be a part of  
Pulaski Rising!*

Visit [www.DowntownPulaski.org](http://www.DowntownPulaski.org)



## DOWNTOWN PULASKI'S PEAK CREEK VISION FULL VISION

A growing community, Pulaski has a tradition of neighbors supporting each other. Established businesses and entrepreneurs seeking opportunity will find the same spirit. Downtown Pulaski has always been the heart of a livable community, sociable and hardworking, walkable and welcoming. We change with the times, adjusting quickly to markets and the world around us, without losing our unique character.

Today, communities that attract investment require connections to nature, cultural assets, and fast dependable broadband. Tomorrow's Pulaski will be synonymous with our signature asset Peak Creek. Our outdoor culture will feature an integrated system of trails and parks that make cycling an option for both leisure and transportation. Our cultural offerings will include fine arts and crafts, a lively restored theater, historic Calfee Park, and a boutique hotel. Downtown will have high-speed telecommunications access and quality housing stock in and surrounding the district. Catalytic investments in downtown and surrounding businesses will highlight Pulaski's character and potential.

*Peak performance:* Entrepreneurs and business leaders gather downtown. Custom manufacturers use new technologies to continue the regional tradition of innovation. And those growing their businesses will find it an ideal place to grow a family as well. "Around here," people say, "everyone is making something, and making things better."

A community of choice in the New River Valley, Downtown Pulaski offers the best of Southwest Virginia living. Now is the time to take a closer look. There's progress visible on our streets daily, and there are still real opportunities available. Pulaski is rising, together. Join us.

We can't do it all at once, but here's how we get started, with a *rough* sense of overlapping phases:

### **1. PULASKI RISING: Collectively investing in our home to shift perception**

- Communicate Vision, show progress, communicate vision, show progress, communicate vision...
  - Marketplace
  - Football Games
  - Storefront displays
  - Social Media
  - Event tie-ins
- Quick and inexpensive visual investment projects
  - Concentrated clean up and landscaping improvement effort
  - The Paint-it Pulaski project
  - Mock-up of trail system
  - Two-way Main Street mock-up and approval
  - Civic mural project communicating the vision and history of Pulaski
  - Bike amenities (racks, paths, signage)
  - Tables and chairs visible in key sidewalk locations
- Peak Creek signature event
- Host Roanoke-Blacksburg Technology Council



- Increase coordinated support for existing downtown businesses— *Pulaski on Main*
- Support emerging and existing businesses—*Launch Something Pulaski* and *Pulaski on Main*
  - Respond to business needs
  - Showcase connected, contributing successes, such as the trail signage project of the chamber
- Engage new visitors and build loyalty—*Pulaski Chamber, Pulaski on Main*
- Professional work-planning support and collaborative quick improvement staffing – *professional assistance*
  - Prioritization of high impact, high visibility, fundable physical improvements tied to business needs.
  - Staffing for better block style improvement events
- Refine downtown brand story *with professional assistance*
- Engage social services partners to understand and incorporate re-entry support as civic pathway
- Engage civic and church groups
- Understand and begin to communicate school successes
- Additional downtown anchor attraction: Brewery support, other...
- Coordinate an ongoing Downtown Pulaski effort (committee/team/organization) as central coordination point for partner organizations

## **2. IN GOOD COMPANY: A town of innovative, entrepreneurial people and businesses**

- Increase engagement with specific programs in nearby universities
  - Engineering, outdoor recreation, hospitality, architecture, design, job-training
- Highlight, promote and engage youth entrepreneurship and innovation programs
- Attract/engage existing private sector small scale manufacturer to lead in Maker Space development
- Share success stories of existing hidden manufacturers
- Tailored *Launch Something Pulaski* strategies for manufacturing of outdoor recreation gear and other related product lines or specific related design challenges

## **3. CLOSER LOOK PULASKI: Align assets to position the community as a New River Valley alternative for:**

- Young families—schools, activities for families, youth engagement, coordinated Realtor engagement
- Young at heart retirees—quality senior housing products in and close to downtown
- Young professionals—quality apartments in town
- Young businesses: fiber, shared services, supportive community, incentives
- Identify properties for redevelopment
- Share success stories and quality living stories under the coordinated brand.