

Olde Town
Covington
An Advancing Main Street Community

**ANNUAL
REPORT**

2025



**VIRGINIA
Main Street**

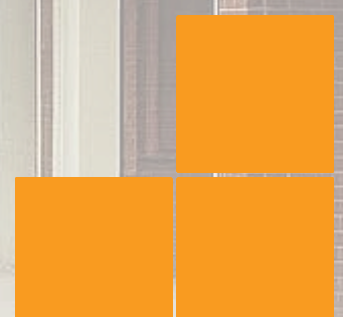
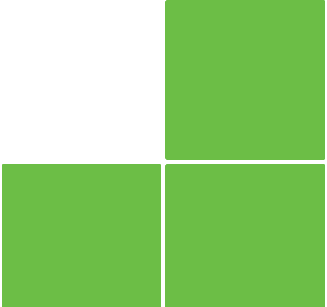


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Letter from our Leaders



On behalf of the Board of Directors and staff of Olde Town Covington, Inc., we are proud to present our first-ever Annual Report.

This report represents more than a summary of activities, it reflects a growing movement rooted in collaboration, local pride, and a shared commitment to the future of our historic downtown. Over the past year, Olde Town Covington, Inc. has taken meaningful steps to strengthen community connections, support local businesses, and advance a vibrant, welcoming district for residents and visitors alike.

Through partnerships with the City of Covington, local organizations, and countless volunteers, we have continued to build momentum around preservation-based economic development. Signature events, business support initiatives, and downtown activations have increased foot traffic, fostered collaboration, and reinforced the value of investing in our Historic Downtown District.


As a Virginia Main Street Affiliate, we are committed to thoughtful planning, measurable impact, and responsible stewardship of the resources entrusted to us. This report highlights not only what we accomplished together, but also how those efforts align with our long-term vision for a resilient and thriving Olde Town.

Most importantly, this progress would not be possible without the dedication of our volunteers, the leadership of our Board, the support of our sponsors, and the engagement of our community partners. Your belief in Olde Town Covington, Inc. continues to shape the story of our downtown and strengthen its role as the heart of our community.

As we look ahead, we remain focused on creating experiences that draw people downtown, supporting entrepreneurs and property owners, and fostering collaboration across the Alleghany Highlands. We invite you to continue this journey with us by attending events, volunteering, partnering, or investing in the future of Olde Town Covington.

Thank you for being part of this important work.

With gratitude and optimism,



Kester Dingus
Executive Director



Afton Griffin
Interim President



About Olde Town Covington, Inc.



Vision

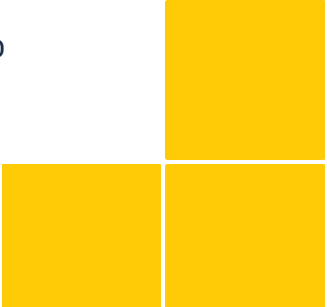
To create a thriving, welcoming, and resilient historical district in Covington where businesses, residents, and visitors come together to celebrate our unique heritage, foster economic vitality, and build a vibrant future for generations to come. Lay the foundation for a vibrant community with the assistance of local businesses, volunteers and sponsors who want to be essential components as we continue to revitalize our downtown

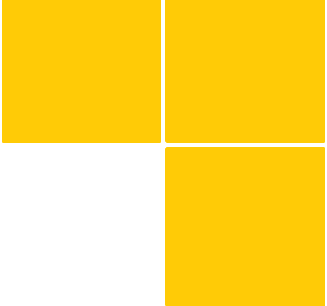
Mission

Olde Town Covington, Inc. is a Non-Profit 501(c)(3) organization that seeks to promote the renovation, revitalization, beautification and preservation of downtown Covington, which, in turn, should enhance growth for the entire business community of the Allegheny Highlands. Olde Town Covington sponsors events and activities which provide entertainment, social interaction, educational experiences, and tourism opportunities throughout the region. All of these contribute to the local economy.

Value

We are committed to:

- **Community:** Building a strong sense of connection and pride among residents, businesses, and stakeholders.
 - **Inclusivity:** Ensuring all voices are heard and celebrated, creating a welcoming space for everyone.
 - **Heritage:** Preserving and honoring the unique history, culture, and character of our community.
 - **Collaboration:** Working together with partners to foster innovation, creativity, and shared success.
 - **Sustainability:** Promoting economic, environmental, and social practices that ensure the longevity of our Main Street.
 - **Excellence:** Striving for the highest standards in all our efforts to enhance the vitality of our district
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Meet the Team

Staff



Kester Dingus
Executive Director



Wanda Crawford
Secretary

Board of Directors



Afton Griffin
Interim President



Jamie Hale
Treasurer



Lisa Akers
Board Member



Lisa Sponaugle
Board Member



Jonathan Calloway
Board Member



Tony O'Brien
Board Member



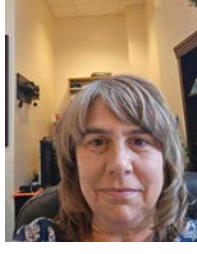
Terri McClung
Board Member



Gary Whitmer
Board Member



Patsy Snead
Board Member



Lisa Worley
Parks &
Rec. Board Member



Susan Crowder
City Council Board Member

Ex-Officio Board Members:



Josh Taylor
Allegheny Highlands Chamber of Commerce & Tourism



Christine Hodges
4-H Extension Covington Farmers Market



Tyler Sizemore
Allegheny Highlands Economic Development Corporation



Fred Forbes
City of Covington Mayor

Our 2025 Impact

January- December 2025

Events

The Tea Party | April 5, 2025- The Tea Party welcomed the community to a charming spring gathering that celebrated connection, conversation, and the unique character of Olde Town Covington while supporting downtown engagement.

Cinco de Mayo Fiesta | May 2, 2025- Cinco de Mayo Fiesta brought energy and cultural celebration to downtown, drawing residents and visitors together for an evening that boosted foot traffic and highlighted local businesses.

Not So Scary Friday the 13th Pool Party- June 13, 2025- This family-friendly summer event transformed the pool into a playful, welcoming space, encouraging community participation and creating a fun, low-pressure way to connect families to downtown activities.

Christmas in July Pool Party- July 25, 2025- Christmas in July offered a festive mid-summer experience that blended seasonal fun with community connection, reinforcing Olde Town Covington, Inc. as a place for creative and inclusive programming.

Community Vision Tour- July 28, 2025- The Community Vision Tour invited residents, stakeholders, and partners to explore downtown together, sparking dialogue around opportunities, priorities, and the future of Olde Town.

Claws out for the Cougars- October 5, 2025- Claws Out for the Cougars united the community in support of local pride and school spirit, strengthening connections between downtown, families, and regional partners.

An Olde Town Christmas- December 6, 2025- An Olde Town Christmas transformed downtown into a festive holiday destination, encouraging shopping local, community gathering, and seasonal traditions that support small businesses.

Times Square with an Olde Town Flair- December 31, 2025- Times Square with an Olde Town Flair rang in the New Year with a locally inspired celebration, bringing the community together to close the year with energy, unity, and optimism.

Four Points Approach

OTC supported business retention, expansion, and recruitment through direct assistance, space identification, and connections to funding and technical resources. Public and private investment leveraged in 2025 reflects growing confidence in the downtown market and contributed to job creation, new businesses, and reinvestment in existing properties.

OTC enhanced the visual appeal and sense of place within the downtown district through creative placemaking and activation of underutilized spaces, including the Alley Gallery. Youth art displays for Veterans Day celebrated local creativity, strengthened community connections, and contributed to a more welcoming and vibrant historic district.



ECONOMIC
VITALITY

DESIGN

COMMUNITY
TRANSFORMATION

ORGANIZATION

PROMOTION

We strengthened organizational capacity through active board leadership, dedicated volunteers, and strategic partnerships with the City of Covington, Allegheny County, regional organizations, and community stakeholders. Emphasis on governance, collaboration, and accountability has positioned OTC for long-term sustainability and future accreditation.

Signature events, seasonal programming, and downtown activations increased foot traffic, enhanced community pride, and reinforced downtown Covington as a vibrant destination. Through inclusive, family-friendly events and coordinated marketing efforts, we promoted local businesses while celebrating the unique character of the historic district.

Business Sponsors 2025

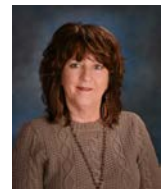
Platinum Sponsors:



Silver Sponsors:



Bronze Sponsors:



We are deeply grateful to our sponsors whose investment in Olde Town Covington, Inc. makes our work possible. Your support directly fuels local business promotion, downtown activations, and community-building events that increase foot traffic, strengthen our local economy, and create a welcoming, vibrant district for all. Because of you, Olde Town Covington, Inc. continues to grow as a place where businesses thrive, partnerships flourish, and community pride shines.

2025 Downtown Investments

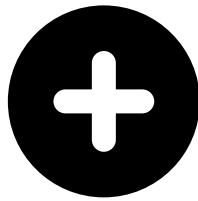


TOTAL INVESTMENTS IN THE HISTORIC DOWNTOWN

\$1.78 MILLION

Public and private sector investments played a critical role in strengthening downtown Covington by supporting business growth, job creation, and community-driven revitalization efforts.

\$1,232,859.27
Private
Investments



\$547,659.05
Public
Investments

4 NEW
Businesses



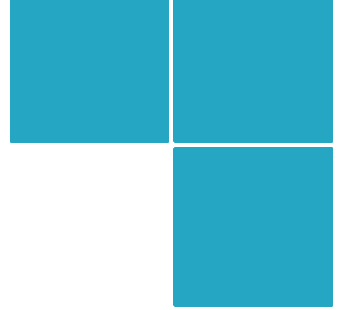
23 NEW
Jobs

1
Business
Expansion

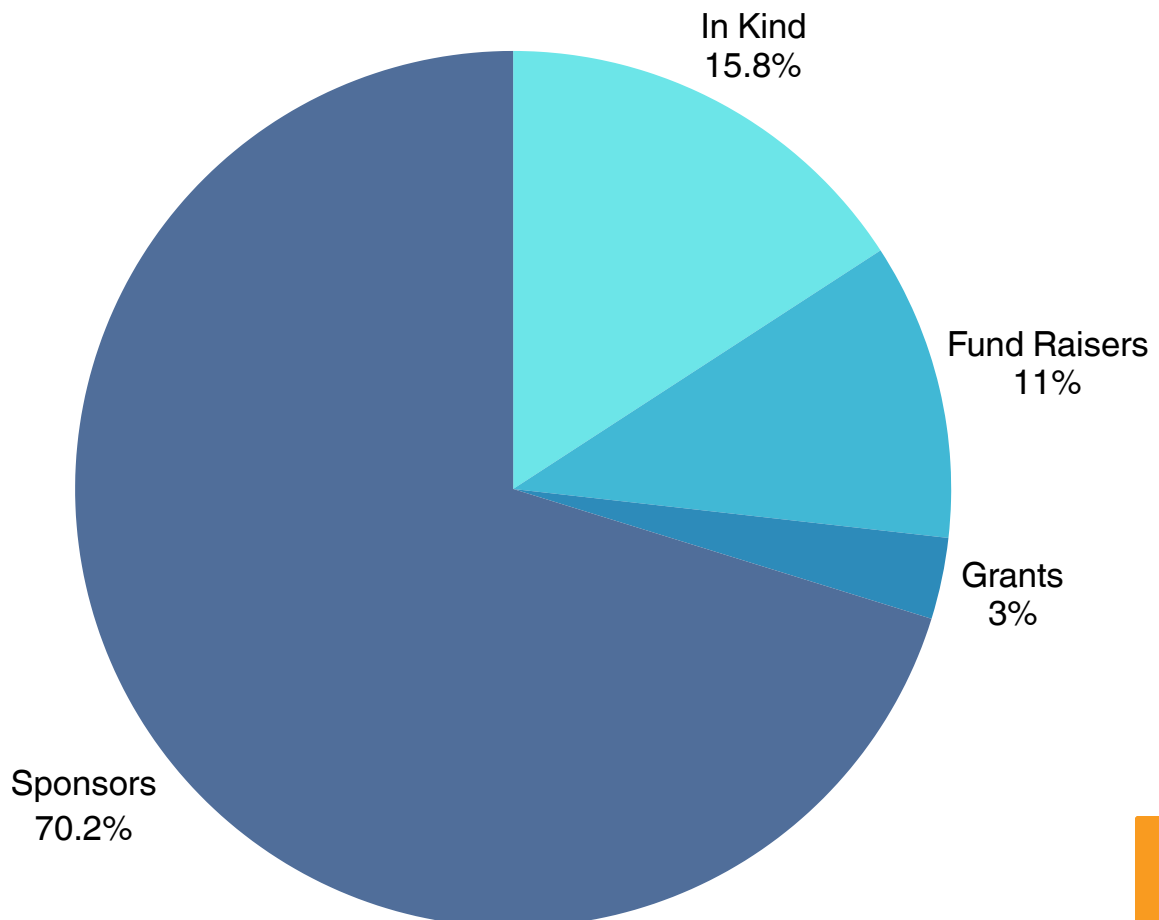
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Business
Closures

2,546
OTC Volunteer
Hours

2025 Financial Contributions



Public and private sector investments are essential to the long-term health and success of the historic downtown district. Private investment reflects confidence in the downtown market, driving business growth, job creation, and reinvestment in existing buildings, while public investment helps create the conditions that make that growth possible through infrastructure improvements, placemaking, and supportive policies. Together, these investments work in tandem to stabilize the district, attract new businesses, retain existing ones, and enhance the overall experience for residents and visitors. The combined impact of public and private dollars ensures that downtown revitalization is not only active, but sustainable, community-centered, and positioned for continued momentum.





Building on Our Momentum

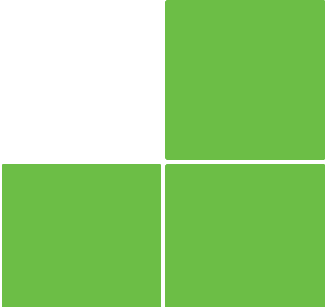
As Olde Town Covington, In. continues to build on the momentum of 2025, our focus remains on sustaining progress while planning intentionally for the future. The impact reflected in this report shows volunteer engagement, business growth, job creation, and downtown investment which demonstrates what is possible when public, private, and nonprofit partners work toward a shared vision.

Looking ahead, Olde Town Covington, Inc. will continue to support local businesses, activate public spaces, and strengthen partnerships that enhance the economic vitality and character of the historic downtown district. Through strategic planning, responsible financial stewardship, and ongoing community collaboration, we remain committed to ensuring downtown Covington remains a vibrant place to live, work, and visit.

How can you be part of what's next?

Downtown Covington's continued success depends on strong partnerships and shared investment in its future. Businesses, property owners, sponsors, volunteers, and community members all play a role in shaping a downtown that supports economic growth, preserves historic character, and creates meaningful experiences.

As Olde Town Covington, Inc. looks ahead, we invite partners to engage through sponsorships, volunteer opportunities, and collaborative initiatives that help sustain momentum and expand impact across the district.





Contact Us



540-969-4424



www.oldtowncovington.com



info@oldtowncovington.com



**450 W. Main St., Suite 100
Covington, VA 24426**



Over the course of 2025, Olde Town Covington, Inc. has advanced a renewed approach to downtown revitalization grounded in the Main Street principles of strong organization, inclusive engagement, strategic planning, and measurable impact. The progress reflected in this report demonstrates a clear shift toward accountable governance, data informed decision making, and collaboration across the public, private, and nonprofit sectors. These efforts have strengthened the district’s economic foundation while reinforcing community trust and shared ownership of downtown’s future.

As the organization looks ahead, Olde Town Covington, Inc. is intentionally aligning its work with the Standards for Accreditation established by Main Street America through Virginia Main Street. This commitment reflects not only ambition, but readiness, demonstrated through strategy-driven programming, sustainable funding, broad-based partnerships, and a focus on long-term outcomes. With a clear vision and growing momentum, Olde Town Covington, Inc. is positioned to achieve full accreditation and continue leading revitalization efforts that strengthen businesses, create opportunity, and ensure the historic downtown remains a vibrant, resilient center of the community.

