MAIN STREET AMERICA®
2026 Accredited

Olde Town Covington
An Accredited Main Street Community

MAY NEWSLETTER

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Message from Olde Town Covington

Olde Town Covington, Inc continues to move forward with exciting momentum as we work to strengthen downtown businesses, support revitalization efforts, and create new opportunities throughout the community. From major grant submissions and building assessments to new business development and statewide recognition, there is a great deal happening across downtown Covington.

VIRGINIA Main Street

BIG NEWS!

Officially Fully Accredited!

Olde Town Covington, Inc. is proud to announce that it has officially achieved full accreditation through the Virginia Main Street Program and Main Street America. OTC is now one of only 31 designated Main Street programs in Virginia and one of 838 nationally accredited Main Street programs in 2026.

This designation reflects the hard work, dedication, partnerships, and commitment that continue to drive the revitalization of downtown Covington. Thank you to our volunteers, board members, business owners, property owners, city leadership, and community supporters who continue to believe in the vision for Olde Town Covington.

Intern Spotlight, Welcome Peyton!

Olde Town Covington, Inc. is excited to welcome Peyton Colvin as our intern. Peyton will be assisting with downtown initiatives, community engagement efforts, events, projects, and revitalization activities throughout the summer. We are excited to have Peyton as part of the team and look forward to the contributions and fresh ideas being brought to OTC.

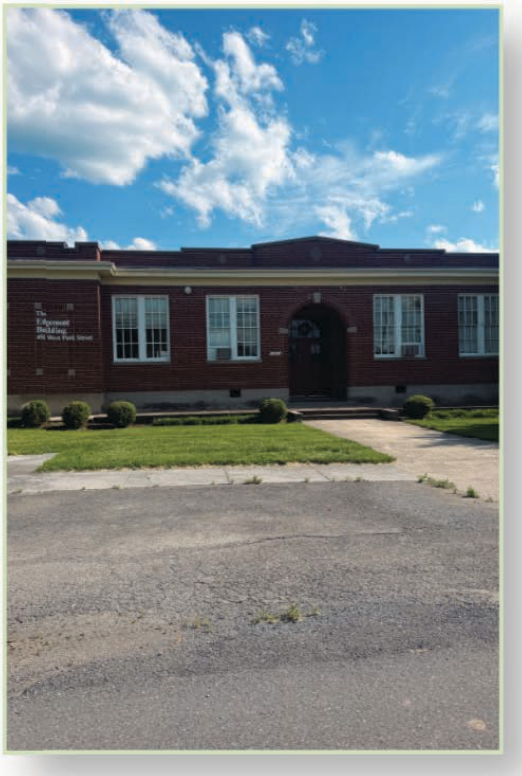
Downtown Development & Revitalization Updates

Building Assessment & Feasibility Study

Olde Town Covington, Inc. is working closely with AECOM on the downtown building assessment and feasibility study for the Rooklin Building. Discussions have centered on redevelopment opportunities, upper-floor utilization, and strategies to encourage future investment in downtown properties.

Second Story Development Discussions

Meetings have also focused on second-story development opportunities and ways to support additional housing and mixed-use development within downtown Covington.



Edgemont Building Discussions

Efforts are underway to explore affordable housing opportunities and redevelopment possibilities associated with the Edgemont Building. Ongoing conversations with partners and stakeholders are helping advance potential next steps.

Façade & Investment Efforts

Olde Town Covington, Inc. recently submitted a Downtown Investment Grant aimed at supporting revitalization initiatives, beautification projects, and additional downtown investment opportunities.

Business & Economic Development

Supporting Small Businesses

OTC, Inc regularly meets with prospective entrepreneurs and business owners interested in opening or expanding businesses in downtown Covington. Recent assistance has included:

- **Business startup guidance**
- **Building and space availability**
- **Lease discussions**
- **Business planning support**
- **Downtown location assistance**
- **Partnership and collaboration opportunities**

A great deal of positive momentum is currently taking place throughout downtown. One new storefront business has already moved into Olde Town Covington, and over the coming months, five additional storefront businesses are expected to open. In addition, the Small Business Coordinator is currently working with two more prospective businesses exploring downtown locations and opportunities.

There is a great deal happening behind the scenes, and many exciting projects and business developments are expected to come to fruition soon.

Workforce & Community Development

Efforts continue toward workforce development initiatives, wellness programming, and community revitalization strategies that support both businesses and residents throughout the Alleghany Highlands.

Beautification & Downtown Enhancements

OTC, Inc. continues working on downtown beautification, storefront improvements, public art initiatives, seasonal decorations, and streetscape enhancements that help create a welcoming and vibrant downtown environment.

Plans also continue for additional public art and creative placemaking efforts throughout Olde Town Covington.

Encouraging Shared Spaces & Collaboration

OTC, Inc. continues encouraging creative business partnerships and shared-space concepts that can help reduce startup costs while increasing downtown activity and foot traffic.

UPCOMING EVENTS

Accreditation Celebration

June 2, 2026, from 5:30 pm to 7:00 pm at the Hotel Collins Greenspace to recognize Olde Town Covington's achievements. The event will feature finger foods prepared by City Cafe & Brewery along with tea and water. Cupcakes for dessert provided by Afton Griffin.

Hometown Monday at Jack Mason's Tavern

Join us on **June 22** for Hometown Monday at Jack Mason's Tavern as we continue supporting local businesses and bringing the community together downtown.

Christmas in July

July 24, 2026 from 6:00 pm to 9:00 pm. At the Hotel Collins greenspace - featuring live music from Somber-Side, Beer, Food trucks & Local Vendor.

Covington Lumberjacks

Olde Town Covington, Inc. and Covington Parks and Rec have partnered with the Covington Lumberjacks this season! The purpose of this partnership is to further promote the Covington Lumberjacks and what they bring to Covington. Nightly promotions, games and activities for the fans are planned for every home game with a lot of freebies and giveaways! Admission is free so come on out to Casey Field and support your local, hometown team-the Covington Lumberjacks! Olde Town Covington, Inc. will be operating the concession stand The Jack Shack with some new and exciting snacks. Adult beverages will also be available for sale. Please locate the Covington Lumberjacks schedule and a schedule of promotions on the following pages. See YOU at the ballpark!

Thank You to Our Supporters

Olde Town Covington would like to thank our volunteers, sponsors, local businesses, property owners, city leadership, partner organizations, and community members for continuing to support downtown revitalization efforts.
Your support helps make progress possible.

Stay Connected

Follow Olde Town Covington for updates on downtown projects, business news, events, volunteer opportunities, and revitalization efforts.
Together, we are continuing to build a stronger and more vibrant downtown Covington.

WDBJ7 ROAD SHOW: ALLEGHANY HIGHLANDS

The Historic Masonic Theatre was the location of WDBJ7's Roadshow regular 4pm show on Thursday, May 21, 2026. The 7@Four WDBJ7 crew of Logan Sherrill, Melissa Gaona and Meteorologist Ava Herrera spent the day in the Alleghany Highlands to show off what the area has to offer. The hour-long show highlighted the Alleghany Highlands as a tourist destination. This roadshow was designed to reach an audience outside the region who may not be familiar with all that we have to offer. Olde Town Covington, Inc. Executive Director Kester Dingus was delighted to participate and highlight downtown Covington.

Speakers for the four-segment production were Matt Fischer (Owner of Alleghany Outdoors) – Matt gave an overview of outdoor activities available in the area. David Elwood (President of Alleghany Highlands Trails Alliance) talked about all things hiking and mountain biking while Jon Fitzgerald (Avid Fly Fisherman, Past President of Chamber Board of Directors, Local B&B Owner) added thoughts on Fly Fishing/Lake Fishing in the Alleghany Highlands.

The next segment featured Chad Williams (Director of Parks & Rec for Alleghany County) who outlined the Jackson River Scenic Trail and other County related outdoor initiatives. Allen Dressler (Covington City Manager) and Lisa Worley (Covington Parks & Recreation Director) then talked about Jackson River Sports Complex and sports tourism in the area. Adam Bresnehan (Park Manager) - Douthat State Park discussed how the park, along with Falling Springs Falls and Green Pastures Recreation Area are important to Alleghany Highlands Tourism

In the third segment, Melissa and Logan interviewed Kester Dingus (Executive Director of Olde Town Covington, Inc.) and Chuck Unroe (Town Manager of Clifton Forge) who talked about the walkable downtowns of the Alleghany Highlands (Covington & Clifton Forge).

The hour-long production finished with Josh Taylor, Executive Director of the Alleghany Highlands Chamber of Commerce & Tourism and Katie Conner (Virginia Tourism) to pull it all together in a discussion on overall tourism in the Alleghany Highlands.

LUMBERJACKS
2026 SCHEDULE

★ REGULAR SEASON ★

MAY

FRI	MAY 29	at	STAUNTON BRAVES	7:30 PM
SAT	MAY 30	vs	WAYNESBORO GENERALS	6:30 PM
SUN	MAY 31	at	NEW MARKET REBELS	7:30 PM

JUNE

WED	JUN 3	vs	HARRISONBURG TURKS	6:30 PM
THU	JUN 4	at	WINCHESTER ROYALS	7:00 PM
FRI	JUN 5	vs	STAUNTON BRAVES	6:30 PM
SAT	JUN 6	at	WAYNESBORO GENERALS	7:00 PM
SUN	JUN 7	at	CHARLOTTESVILLE TOM SOX	3:00 PM
WED	JUN 10	vs	CULPEPER CAVALIERS	6:30 PM
THU	JUN 11	vs	WOODSTOCK RIVER BANDITS	6:30 PM
FRI	JUN 12	at	WAYNESBORO GENERALS	7:00 PM
SAT	JUN 13	vs	HARRISONBURG TURKS	6:30 PM
SUN	JUN 14	vs	CHARLOTTESVILLE TOM SOX	4:00 PM
WED	JUN 17	at	STAUNTON BRAVES	7:30 PM
THU	JUN 18	vs	CULPEPER CAVALIERS	6:30 PM
FRI	JUN 19	vs	WAYNESBORO GENERALS	6:30 PM
SAT	JUN 20	at	HARRISONBURG TURKS	7:00 PM
SUN	JUN 21	vs	STRASBURG EXPRESS	4:00 PM
WED	JUN 24	at	PURCELLVILLE CANNONS	7:00 PM
THU	JUN 25	vs	HARRISONBURG TURKS	6:30 PM
FRI	JUN 26	vs	CHARLOTTESVILLE TOM SOX	6:30 PM
SAT	JUN 27	at	CULPEPER CAVALIERS	6:30 PM
SUN	JUN 28	at	STAUNTON BRAVES	7:30 PM

JULY

WED	JUL 1	vs	WAYNESBORO GENERALS	6:30 PM
THU	JUL 2	at	CHARLOTTESVILLE TOM SOX	7:00 PM
FRI	JUL 3	at	CULPEPER CAVALIERS	6:30 PM
SUN	JUL 5	vs	STAUNTON BRAVES	4:00 PM
WED	JUL 8	vs	FRONT ROYAL CARDINALS	6:30 PM
THU	JUL 9	at	HARRISONBURG TURKS	7:00 PM
FRI	JUL 10	at	CHARLOTTESVILLE TOM SOX	7:00 PM
SAT	JUL 11	vs	CULPEPER CAVALIERS	6:30 PM
SUN	JUL 12	vs	STAUNTON BRAVES	4:00 PM
WED	JUL 15	at	WAYNESBORO GENERALS	7:00 PM
THU	JUL 16	at	CULPEPER CAVALIERS	6:30 PM
FRI	JUL 17	vs	CHARLOTTESVILLE TOM SOX	6:30 PM
SAT	JUL 18	at	HARRISONBURG TURKS	7:00 PM

START TIMES FOR ★ HOME GAMES ★

WEEKDAY + SATURDAY HOME GAMES
START AT 6:30 PM

SUNDAY HOME GAMES
START AT 4:00 PM

The Jack Shack CONCESSION Menu

SPONSORED BY: Olde Town Covington

Food

HOT DOG	3.50
HOT DOG WITH SLAW	4.50
CHILI DOG	4.00
CHILI DOG WITH SLAW	5.00
BBQ SANDWICH	7.00
BBQ SANDWICH WITH SLAW	8.00

Snacks

CHIPS	1.00
POPCORN	3.00
NACHOS WITH CHEESE	4.00
PRETZELS	4.00
COTTON CANDY	4.00
MINI MELT ICE CREAM	5.00
CANDY	2.00

Drinks

SODA (CAN)	2.00
GATORADE	3.00
ICEE FLOAT	5.00
BOTTLED WATER	1.00
MINUTE MAID LEMONADE	5.00
BEER	5.00

Featured

THE JACK PACK 2 Hot Dogs, chips & a drink	10.00
with slaw	11.00
OLDE TOWN SPECIAL BBQ, chips & a drink	10.00
with slaw	11.00

The Jack Shack

LUMBERJACKS

HOME GAMES + PROMO NIGHTS

MAY

SAT MAY 30	OPENING DAY	6:30 PM

JUNE

WED JUN 3	MLB NIGHT	6:30 PM
FRI JUN 5	KIDS NIGHT	6:30 PM
WED JUN 10	BARK IN THE PARK	6:30 PM
THU JUN 11	DOWNTOWN BUSINESS PROMOTION	6:30 PM
SAT JUN 13	TEDDY BEAR COLLECTION	6:30 PM
SUN JUN 14	SPECIAL OLYMPIC STARS	4:00 PM
THU JUN 18	THIRSTY THURSDAY	6:30 PM
FRI JUN 19	LADIES NIGHT	6:30 PM
SUN JUN 21	FATHER/SON GAME	4:00 PM
THU JUN 25	MOUNTAIN RUSH NIGHT	6:30 PM
FRI JUN 26	COUGAR PRIDE NIGHT	6:30 PM

JULY

WED JUL 1	KIWANIS FIELD OF DREAMS	6:30 PM
SUN JUL 5	VA250 NIGHT	4:00 PM
WED JUL 8	PUBLIC SAFETY NIGHT	6:30 PM
SAT JUL 11	CANCER SURVIVOR NIGHT	6:30 PM
SUN JUL 12	FORMER JACK NIGHT	4:00 PM
FRI JUL 17	$2,500 GIVEAWAY	6:30 PM