MAIN STREET AMERICA®
2026 Accredited

Olde Town Covington
An Accredited Main Street Community

JUNE 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!

Olde Town Covington Earns Three Virginia Main Street Achievement Awards

Olde Town Covington, Inc. was recognized in three different categories by Virginia Main Street during a luncheon held on June 10, 2026, at the Virginia Economic Development Association Summer Membership Meeting at The Inn at Virginia Tech & Skelton Conference Center.

Executive Director Kester Dingus accepted the awards on behalf of Olde Town Covington, Inc., which received recognition for Volunteer Hours, Private Investment, and Building Improvements. A total of 45 awards were presented to Main Street communities throughout Virginia.

"It is very energizing to be recognized for the behind-the-scenes work Olde Town Covington has been doing," said Executive Director Kester Dingus. "OTC follows the Main Street Approach that is centered around transformation strategies that articulate a focused, deliberate path to revitalizing a downtown."

The awards were presented by Courtney Mailey, Virginia Main Street State Coordinator and Program Manager with the Virginia Department of Housing and Community Development.

SUMMER UPDATE!

June was a busy month for marketing and community engagement. Promotional materials were developed for the Covington Lumberjacks, Downtown Business Night, Christmas in July, and numerous community events. Planning meetings, tourism initiatives, and regional partnerships continued to support Olde Town Covington's mission of strengthening downtown through collaboration, promotion, and economic development..

Downtown Development & Revitalization Updates

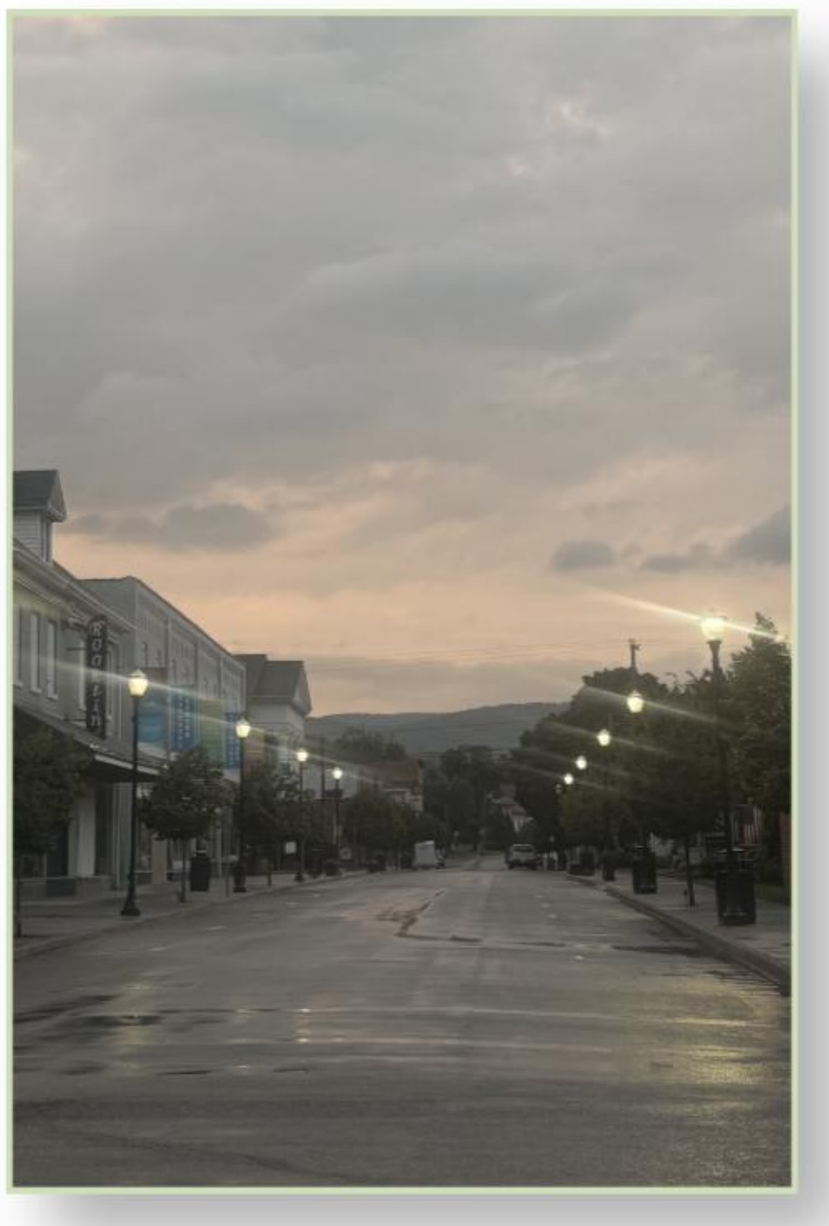
Private Investment

Downtown private investment totaled $1,232,859.27 in 2025, demonstrating continued confidence in the future of downtown Covington

Positive Momentum

Four downtown spaces are under renovation and already spoken for.

- **Multiple occupancy requests have been submitted.**
- **A new business is opening soon.**
- **A local bakery and deli is expanding.**
- **Virginia Main Street recognition continues generating momentum.**



Challenges

- **Aging buildings**
- **Limited community support**
- **High rental costs**
- **Small business owner burnout**
- **Health and family obligations**

Downtown revitalization takes time, but every investment and new business moves our community forward.

Community Partnerships & Events

Community Collaborations

Olde Town Covington staff participated in numerous meetings and regional events throughout June, including:

- Virginia Main Street meetings
- Tourism Board meetings
- Alleghany Foundation Intern Luncheon
- Chamber Bus Tour
- Community planning meetings
- Christmas in July planning

These partnerships continue strengthening collaboration across the Alleghany Highlands while supporting economic development, tourism, and downtown revitalization.

Whats In Store

Planning continues for Christmas in July, additional Lumberjacks promotions, downtown beautification projects, and business recruitment initiatives. Olde Town Covington remains committed to supporting businesses, strengthening partnerships, and creating a vibrant downtown for everyone.

Chris Neumer, Professional Photographer

Olde Town Covington, Inc. was approached by a professional photographer about assisting with a downtown Covington photography project. Chris Neumer is a professional photographer from Chicago that has been traveling back and forth to the Outer Banks on another project and stopping in Covington for the night to break up his trip. He fell in love with the buildings in downtown Covington and came up with a photo project that he asked us to help with. His idea is to photograph numerous buildings downtown late in the evening, some with people doing various things in/around the buildings he has chosen to capture downtown Covington's main street community and the beautiful, unique buildings it has to offer.

The first photo shoot will be July 13-15 at some buildings on Maple Avenue and some on Main Street. These photo shoots will be late in the evenings after the businesses close, so no impact to business is anticipated. Olde Town Covington, Inc. has talked with the building owners of the buildings involved in the first shoot and will be reaching out to several others in the near future. Volunteers will be utilized to stage the various photographs that Chris has in mind to capture the beautiful buildings we have in our downtown. Once this project is completed, Olde Town Covington, Inc. will have access to use the photographs in promotions, advertising, etc.

Anyone interested in assisting with this project, please contact Olde Town Covington, Inc.

UPCOMING EVENTS

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.

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