MAIN STREET AMERICA
2026 Accredited

Olde Town Covington
An Accredited Main Street Community

AUGUST 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
There's Something Special About Olde Town Covington

We are so excited to welcome back a very talented photographer from Chicago who has developed a special appreciation for our little corner of Virginia. Each time he travels through the area on his way to the Outer Banks, he makes Covington his halfway stop, and, more importantly, he has chosen our downtown as a place to capture his incredible photography.

He visited us in July and photographed several of our downtown businesses. He is back in the area now and is spending more time photographing additional businesses throughout Olde Town Covington. His photography is truly unique. He photographs our buildings and storefronts at night, capturing the warm glow of the lights inside the businesses and creating beautiful, artistic images that showcase downtown in an entirely different way. There is something magical about seeing our historic buildings after dark through his lens.

We are honored that someone who travels through so many communities has fallen in love with Covington and continues to choose our downtown as a backdrop for his work. It is a wonderful reminder that the beauty, character, and charm of our little town are noticed and appreciated by people from near and far.

We can't wait to see the amazing photographs he creates this time around! Thank you for seeing the beauty in Olde Town Covington and for helping showcase our downtown in such a unique and beautiful way!

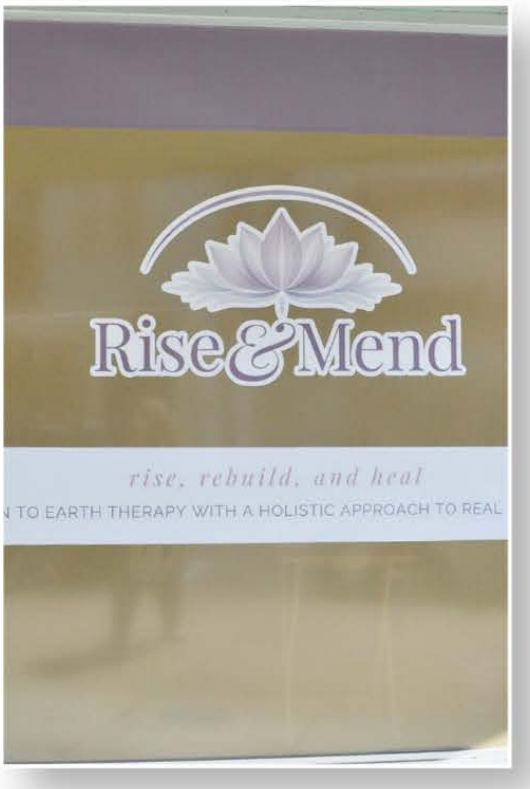
Downtown Development & Revitalization Updates

Celebrating the Ribbon Cutting of Rise and Mend, PLLC

Olde Town Covington recently celebrated the ribbon cutting of Rise and Mend, PLLC, welcoming this new business to our community! The celebration brought together community members, local business owners, and supporters to recognize this exciting addition to Covington.

We are proud to see new businesses establishing roots in our community and contributing to the continued growth and revitalization of Olde Town Covington. Rise and Mend, PLLC is a wonderful addition to our business community, and we look forward to watching them grow and thrive.

Please join us in welcoming Rise and Mend, PLLC to Covington and wishing them much success as they begin this new chapter! We encourage everyone to support our local businesses and help us continue building a strong, vibrant, and welcoming community.



Main Street America

Main Street America Community Transformation Workshop

During the week of August 17, 2026, Olde Town Covington, Inc. Executive Director Kester Dingus and Board members Tony O'Brien and Gary Whitmer traveled to Burlington, Vermont, to attend Main Street America's 2026 Community Transformation Workshop. The three-day workshop focused on using community and market data to develop effective downtown revitalization strategies. Participants worked with current data from Burlington and Covington, including community surveys, Esri, and Placer.ai, and gained practical tools for guiding community decision-making. The Covington data will be used to help update Olde Town Covington's transformation strategies.

"This workshop was very informative and the data we received for Covington will be very valuable as we move forward," said Executive Director Kester Dingus. "We were very fortunate to attend and expand our knowledge. Main Street America does an outstanding job with its training opportunities."

OLDE TOWN CHRISTMAS

Olde Town Christmas Planning Meeting Summary
August 6, 2026 | Alleghany Highlands Regional Library
The committee discussed plans for the 2026 "An Olde Town Christmas" event, with this year's parade theme being "A Story Book Christmas." Daytime activities will be shortened to approximately 10 or 11 AM through 3 PM to allow visitors time to enjoy downtown before the evening parade.
The parade will feature a live broadcast from the Virginian Review with Julie Lewis and C.W. Smith as emcees, along with Big Al livestreaming throughout the day. Additional high school marching bands have been invited, a bagpipe band will participate through a donation, and Tyler Sizemore will provide drone photography. A new parade route was proposed from Smurfit down Main Street, Lexington Avenue, Oak Street, and ending at Casey Field. The route is approximately 1.4 miles and is intended to improve traffic flow, but the final route is still to be determined. Main Street will remain open until the parade, with Maple Avenue available for additional vendor space if needed. Parade lineup will begin at 5 PM, with the parade starting at 6 PM, and Ray Keen will assist with lineup.
Marketing efforts will include producing the Christmas magazine earlier, increasing distribution to local businesses, and developing sponsorship packages that include magazine and radio advertising. Promotion will focus on local media, including the Alleghany Journal, Virginian Review, The Recorder, local radio stations, and other community resources.
The committee also discussed free family activities such as face painting, fairy hair, cookie decorating, candy cane crafts, train rides, the parade magazine, hot chocolate stations, the bagpipe band, and Big Al's live broadcasts. Other ideas included holiday restaurant specials, cider availability through Good News, and sponsorship or activity wristband packages.
Additional volunteers are needed. Lisa Worley will contact the FFA, while Richard Mansell will reach out to the Teen Tuesday group. Before the next meeting, the committee will work to finalize sponsorships, children's activities, volunteers, Story Time, movie theater discussions, the Olde Town Covington tent location, vendor layout, and Christmas Market plans while continuing to promote the "A Story Book Christmas" theme.
Next Meeting: September 8, 2026, at 10:30 AM
Location: TBD

UPCOMING EVENTS

Fall Flea Market

Join us **Saturday October, 3rd** from 8 a.m.–12 p.m. at the Covington Farmers Market for the Olde Town Covington Fall Flea Market. Shop local vendors, handmade goods, vintage finds, and more!

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.

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VIRGINIA Main Street

FALL FLEA MARKET

OCT 3, 2026 8 AM - 12 PM

COVINGTON FARMERS MARKET

134 W Main St, Covington VA 24426

VENDORS WANTED:

Yard sale items, Local treasures, Handmade goods & Vintage finds

$10 for *10'x10'* space - $ 20 for *10'x20'* space

Find more information & vendor registration visit: **oldetowncovington.com**

FOR MORE INFORMATION AND VENDOR REGISTRATION:
HTTPS://OLDETOWNCOVINGTON.COM/EVENT/FALL-FLEA-MARKET/