



TOWN OF MIDDLEBURG NEW BUSINESS PACKET

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Welcome to Middleburg!

On behalf of the Town of Middleburg, I would like to extend a warm and heartfelt welcome to you as the newest member of our vibrant business community. We are delighted to have you here and excited to see your business grow and thrive in this historic town.

Middleburg, often called the "Nation's Horse and Hunt Capital," is renowned for its rich history, picturesque landscapes, and welcoming atmosphere. Founded in 1787, our town has long been a center of culture and commerce in the heart of Virginia's Hunt Country. From its early days as a vital crossroads for travelers to its present-day reputation as a destination for tourists and residents alike, Middleburg offers a unique blend of old-world charm and modern amenities.

Our town's historic district features a variety of locally owned shops, restaurants, and businesses that help contribute to the town's distinctive character. You are now part of a community that values its small-town feel while fostering an environment of entrepreneurial spirit and collaboration.

Middleburg's Annual Events and Attractions

As you settle in, we encourage you to take part in the many exciting events that take place throughout the year. These events not only highlight our town's rich history but also provide fantastic opportunities for you to connect with both residents and visitors. A few notable annual events include:

- **Art In The Burg (May)** – Our spring festival to celebrate the arts! We welcome artists of all categories to showcase their talents while visitors come from all over to enjoy local music, dance, beer, wine, paintings, pottery, baked goods, florals, theater, and more!
- **Middleburg Oktoberfest (September)** – Prost! Grab your stein and join us on S. Madison & Federal St. for German dancing, music, and Corgi racing! We welcome 4000-5000 attendees annually at this event and kickoff our Oktoberfest the same time as they do in Munich.
- **Middleburg Film Festival (October)** – A showcase of independent films set against the backdrop of our stunning town, drawing filmmakers and movie lovers alike.
- **1000 Miglia Warm-Up USA (October)** – Iconic car rally drawing dozens of vintage cars with a chance to qualify for the main event in Italy. Hundreds of visitors show up to enjoy this one-of-a-kind event in the US!
- **Christmas in Middleburg (December)** – A festive celebration complete with a holiday parade, shopping, and community events.

These events offer fantastic opportunities for networking, marketing, and building relationships within the community.

Tips for Success in Middleburg

As you begin your business journey in Middleburg, here are a few tips to help set you up for success:

1. **Engage with the Community:** Middleburg thrives because of its close-knit and supportive community. Attend town meetings, get to know your neighbors, and actively engage with local organizations like the Middleburg Business and Professional Association. Networking is key!
2. **Leverage Local Resources:** The town offers various resources for new businesses, including information on grants, permits, and marketing opportunities. Don't hesitate to reach out to the Town for guidance or to connect with other local business owners.
3. **Embrace the History:** Many of Middleburg's residents and visitors are drawn to the town because of its unique history and heritage. Incorporating the town's history into your business model or marketing efforts can help you stand out and create a deeper connection with your customers.
4. **Seasonal Flexibility:** Middleburg's economy is influenced by the seasons, with peak periods during events like the Middleburg Spring Races or the fall foliage season. Be sure to plan your inventory and staffing needs accordingly to make the most of these high-traffic times.
5. **Customer Service is Key:** Our residents and visitors value personalized, high-quality experiences. Going the extra mile in customer service will help you build long-term relationships and loyal customers.

Stay Connected

We encourage you to stay connected with the Town of Middleburg through our official website, social media channels, newsletter, and by attending community events. As you navigate the ins and outs of running a business, the town's resources are here to help you succeed. Should you need any assistance or have any questions, feel free to reach out to our office directly—we are here to support you every step of the way.

Once again, welcome to Middleburg! We look forward to seeing your business flourish in this wonderful community.

Warm regards,

Ali MacIntyre

Director of Business Development and Community Partnerships

Town of Middleburg, Virginia

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amacintyre@middleburgva.gov

HOW TO GET INVOLVED

General Info

As a small town with a tight-knit community, we believe it is important to stay involved in various events, gatherings, and activities. We encourage you to consider the suggestions below!

If you want more tips on how to connect with the community, just reach out!



Middleburg Business & Professional Association / Visit Middleburg



Promoting Middleburg Together

Established in the 1960s, the Middleburg Business and Professional Association is a membership-based organization that promotes, enhances, and supports Middleburg, Virginia's local businesses. Represented by a board of eight members, the association works to:

- Implement beneficial marketing and advertising efforts
- Promote Middleburg as a destination
- Provide representation and a voice to elected officials
- Provide communication between members
- Assist new businesses in the community
- Website – Instagram – Facebook

Any Middleburg-area business is welcome to join our association, and we invite all community members to attend our monthly networking event, the Biz Buzz.

Join Today – Application

Bizz Buzz – Bizz Buzz is hosted various locations in and around the Town of Middleburg on the 2nd Tuesday of each month from February-December.



Events Calendar

The Middleburg Business and Professional Association is the hub for promoting your Middleburg business event! They create a monthly event calendar that is printed and distributed to our high traffic venues, so our residents and visitors are able to stay up to date on what is happening in town. It is up to YOU to submit your event by the 20th of each month if you want to make it on the monthly event card. These events are also accessible to the public online.

Link: <https://visitmiddleburgva.com/submit-event/>

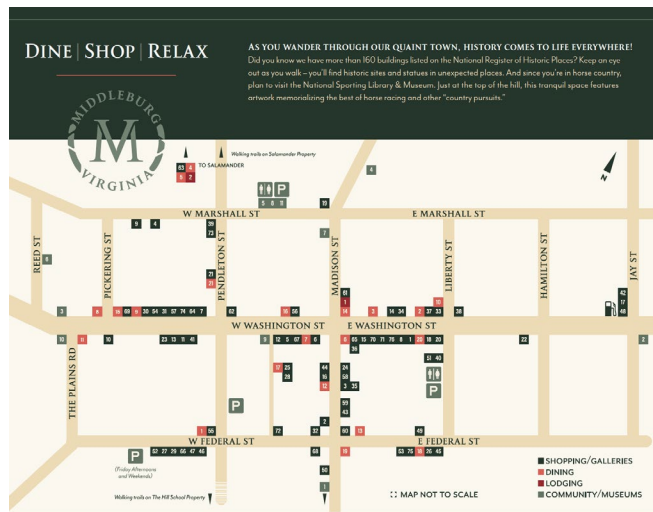
****Social Media Tip****

- Tag @visitmiddleburg in your stories and posts so their marketing team is aware of your event and to make sharing easier!

TOWN GOVERNMENT RESOURCES

Business Directory

Once you have your business license and zoning permit, you will be eligible to be in our [Town of Middleburg business directory](#). Please include the correct information such as business name, website, business address, phone number, and email address for our residents and visitors.



Shopping & Dining Guide

The Town produces a physical and PDF shopping and dining guide each year, updated with new businesses. This guide is widely used by visitors and guests. We encourage you to keep a few in your shop and also have the link at hand for any visitor looking for the best way to get around Town. The link is easy to remember: www.middleburgva.gov/visit

Ribbon Cuttings & Grand Openings

We're delighted to offer ribbon cuttings to commemorate the Grand Opening Celebration for new businesses here in the Town of Middleburg. We offer ribbon cuttings on the 2nd and 4th Thursdays of each month at 4:00pm.

Once you have decided on a preferred date, please contact Director of Business Development, Ali MacIntyre at amacintyre@middleburgva.gov or 540-326-6637.

- Create a Facebook event and invite the @townofmiddleburg and @visitmiddleburg to “co-host”.
- We will invite local press such as Loudoun Now, Loudoun Times Mirror, Loudoun County Economic Development, Country Zest Magazine, Middleburg Life, and the Middleburg Business and Professional Association. While we cannot guarantee anyone's attendance – we will do our best to help share the celebration details.
- We encourage you to invite all of your friends, followers, and connections to make it a fun and exciting event!

- Some businesses choose to keep the celebration casual and short, while others opt to have a small event in their business space following the ribbon cutting. This is entirely up to the business owner. Professional photographers are at the expense of the business owner.

Please reach out to us and we will provide more details and tips to make it a successful grand opening for your business!

Town of Middleburg Social Media

We are thrilled to share that our social media platforms have grown exponentially over the past few years. We have a curated content calendar each month that we use to promote our various businesses, events, and history of Middleburg.

Currently our goal is to drive more foot traffic during the historically slower months of the year (January-April) and mid-week (Monday-Thursday). If you have mid-week specials, promotions, events, or ideas that would align with our current initiative, please email me at amacintyre@middleburgva.gov to discuss social media promotion.

Tips

- Facebook: <https://www.facebook.com/townofmiddleburgva/>

If you would like us to promote your business on Facebook, we can do so by **sharing your posts and stories to our Facebook stories ONLY**. We have curated content calendar each month that we utilize to promote the business community rather than just individual businesses.

- Instagram:
<https://www.instagram.com/townofmiddleburg/?hl=en>

If you would like us to promote your business on Instagram, we can do so by **sharing your posts and stories to our Instagram stories ONLY**. In order to do so you will need to tag us at @townofmiddleburg in order for us to see it. We have curated content calendar each month that we utilize to promote the business community rather than just individual businesses.



Town Branding



As part of the Town of Middleburg's ongoing efforts to support businesses and improve the local economy, the Mayor and Town Council are proud to present its marketing logo. Middleburg is the ideal place to visit, shop, open a business, and escape from the city. The logo is intended to be used widely by the Town, businesses, and other organizations to collectively advertise the Middleburg experience. It's important to know that this visual identity in no way replaces an existing logo and does not replace the official Town Seal.

As with any diverse community, Middleburg means many things to many people. Below are the key themes by which we communicate the unique character and community that is Middleburg.

- Community
- Relaxation
- History
- Authenticity
- A Retreat

A secondary logo is used in many applications, where the primary logo may not fit or be appropriate. This logo captures the elements of the branding effort while providing a simplified, classy feel.



If you would like to use our logo on one of your products in store – we have a quick way to license it for your use. Please reach out to us for more information on how you can promote your own special goods and also the Town as a destination.

Grants & Sponsorships

Grants

The Town of Middleburg makes investments in positive change in the town through grant awards for infrastructure projects and special/community events. Grants may only be awarded to non-profit organizations and institutions of higher learning in Middleburg, subject to the availability of funding.

Infrastructure Grants

An infrastructure project (aka capital project) is a project related to the organization's basic facility or system. Grant awards are limited to \$10,000 annually, with no more than three (3) grants being awarded to an organization during a ten (10) year period. For details regarding infrastructure grants, please review the **Town's Infrastructure Grants Policy**.

Special and Community Events Grants

An event may mean a special, community or cultural event. Grants are intended to provide start-up funding only; therefore, no organization will be awarded more than three (3) events grants during their lifetime. Grant awards are limited to \$5,000 annually, unless the event also qualifies for and receives a Virginia Commission for the Arts Grant. For details regarding special and community events grants, please review the **Town's Special & Community Events Grants Policy**.

Sponsorships

The Town of Middleburg will consider requests to become a sponsor of a special event that promotes visitation, shopping and dining in Middleburg for events that promote a positive image of the town or for community events that benefit Town residents.

For details regarding special event sponsorships, please review the **Town's Special Events Sponsorships Policy**.

For questions or more information regarding the Town's grants or sponsorship opportunities, please contact Ali MacIntyre, Director of Business Development & Community Partnerships.

Additional Resources to help support our Middleburg businesses

- [Visit Loudoun](#)
- [Loudoun Workforce Resource Center](#)
- [Loudoun County Economic Development](#)

TOWN GOVERNMENT STAFF AND OFFICIALS

Town Staff

The Town of Middleburg is comprised of 15 full-time staff members, of which 7 are in the Police Department. Our goal is to support you by providing effective, efficient, and customer-oriented services. More information is available online at www.middleburgva.gov.



We encourage you to contact Town Hall at 540-687-5152 with questions about Town services.

Key services we provide include:

- Police/Public Safety
- Trash/Recycling Pickup
- Water/Sewer Service
- Planning, Zoning, and Historic Preservation
- Business Support
- Finance and Tax Collections

Do you have plans to erect a sign or make exterior changes to your building? Be sure to contact us first!

Meet the Middleburg Town Council



[The Middleburg Town Council](#) is the elected body for the Town of Middleburg. Town Council members serve 4-year, staggered terms. The Mayor serves a 2-year term.

Overarching Strategic Purpose

To preserve and promote strong community in the face of rapid and continuous change around us and to us.

Vision Statement

To be a unique, historic, rural town; always enduring, vibrant, and caring.

Mission Statement

To provide purposeful, accountable leadership; and to deliver quality, cost-effective town services.

Core Values

INTEGRITY - Doing the right thing

ACCOUNTABILITY - Owning our successes and failures

RESPECT - Treating everyone with dignity and consideration

TRANSPARENCY - Committing to clear and open communication

The Town Council's [strategic goals and initiatives can be found here](#).

Meetings

- 6:00pm on the 2nd and 4th Thursdays of every month
- Town Hall
10 W. Marshall Street
Council Chambers
Middleburg, VA 20117
- Public Comment begins at 6:00pm and is open for all to provide comment on any issue to the Town Council.

You can contact the entire Town Council using this email address:

towncouncil@middleburgva.gov

Please note that all correspondence sent to the Town and/or members of the Town Council may be subject to release under the Virginia Freedom of Information Act (FOIA).

Town Committees and Boards

The Town relies on its volunteer committees to provide input, insight, and recommendations to the Town Council. [Consider getting involved today!](#)

LINKS TO OTHER KEY INFORMATION





Read More about our Signature Events

[Link here](#)

Sign up for Town News Flashes and Urgent Alerts

[Link Here](#)