

Venture Richmond

Making an impact in downtown RVA



Join us Downtown to live, work and play!

200,000+

people came downtown for Venture Richmond's in-person festivals and events.

\$3.1 billion

in total investment downtown in more than 75 development projects since 2019.

1,045,320

gallons of litter, leaves and weeds removed from 440 blocks of downtown.

500,000

crossings of the T. Tyler Potterfield Memorial Bridge as people made their way to and from Brown's Island in 2021.

2,150

annuals and perennials were planted along the Canal Walk and in the 12th & 14th St. medians, while also maintaining 20 acres along Downtown's riverfront.

12

community partners worked together to unveil a new pedestrian plaza, street mural, and parklet installed at the intersection of Downtown's W. Marshall St. and Brook Rd.

24,861

hours of sidewalk cleaning and beautification of 263 planters and hanging baskets, 83 blocks and 10 medians downtown.

7.6 million

impressions of the "Faces of Downtown" ad campaign seen around the Richmond Region as a reminder that Downtown small business owners have their doors open, welcoming visitors in a safe and responsible way.



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Venture Richmond, Inc., is a non-profit organization formed to engage business and community leaders in partnering with the City to enhance the vitality of the community, particularly Downtown, through economic development, marketing, promotion, advocacy and events. Venture Richmond provides enhanced property management services for a 440-block business improvement district comprised of Downtown and the Riverfront including: the Clean & Safe program, beautification and landscaping projects and management and maintenance of Brown's Island, the Canal Walk and Belle Isle parking lot. Venture Richmond Events, LLC, produces Friday Cheers, the 2nd Street Festival, the Richmond Folk Festival, and partners with Sports Backers to produce Dominion Energy Riverrock. Riverfront Canal Cruises, LLC, operates historically narrated boat tours and private charters of the James River and Kanawha Canal. Both Venture Richmond Events, LLC, and Riverfront Canal Cruises, LLC, are subsidiaries of Venture Richmond, Inc. For more information visit www.venturerichmond.com.