

Princeton Renaissance Project and Llynium entertainment Present

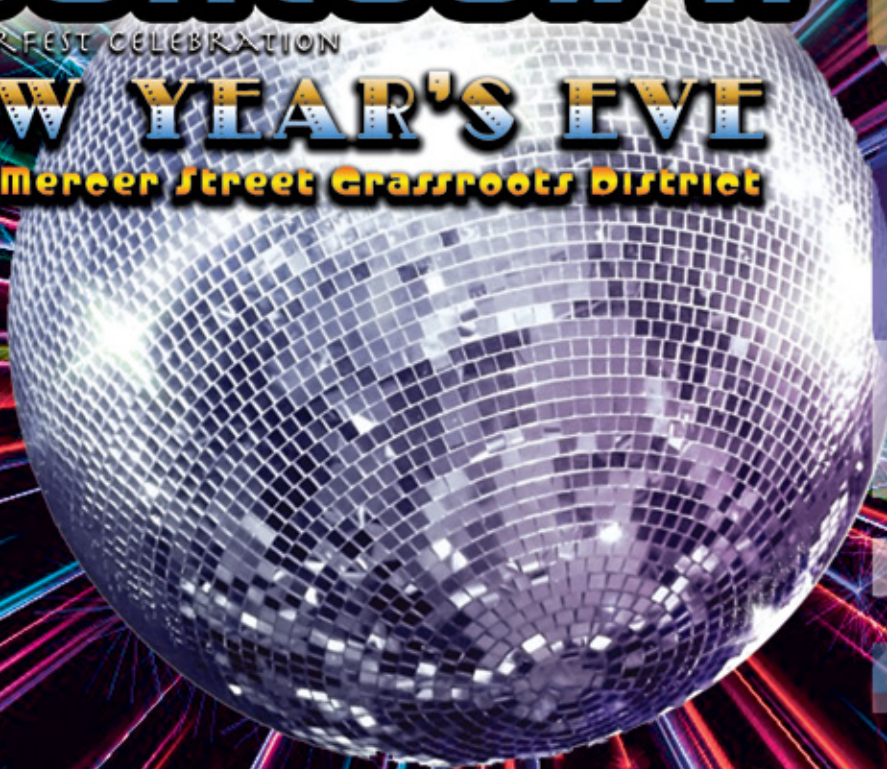
*7th Annual*

# **Downtown Countdown**

A WINTERFEST CELEBRATION

## **NEW YEAR'S EVE**

**In The Mercer Street Grassroots District**



[www.downtowncountdown.org](http://www.downtowncountdown.org)



**Mercer Monster Mash**



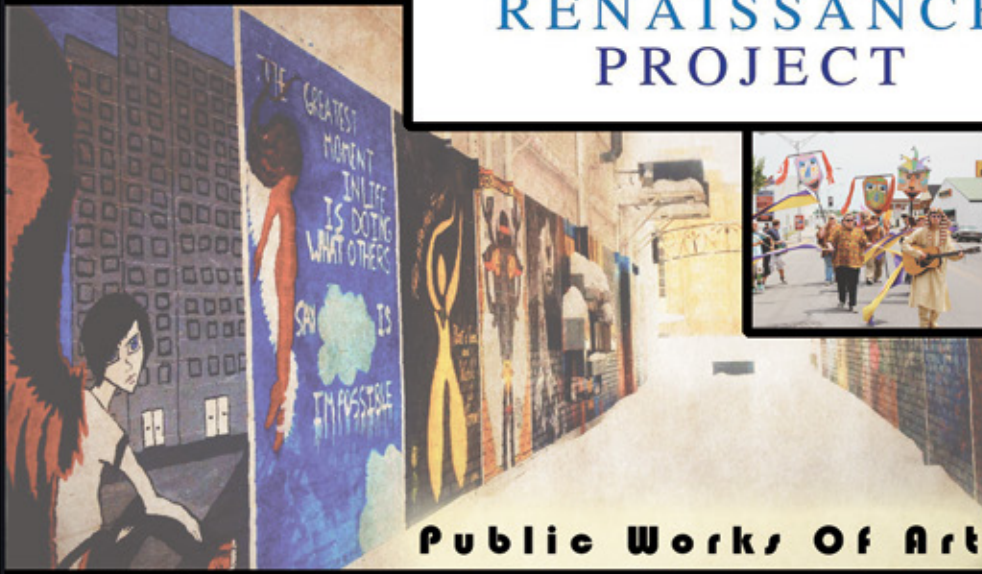
**The Downtown Countdown**



**Special Events**



**PRINCETON  
RENAISSANCE  
PROJECT**



**Public Works Of Art**



**Community Garden**



**Creative Businesses**



# 2020 Vision in Downtown Princeton

As we prepare to ring in 2020, let's all pause for a moment and give ourselves some credit for making it through. We've all been through so much, as individuals and as a community, and we here at PRP want to wish you the best of times this year, from the first moment that ball drops and every day throughout. Here's to the best and brightest year yet; may we all come to some clear vision and may old acquaintance be forgot. Let's start this year with a fresh perspective and a brand new outlook on the way life can be; let's seize the day and make it ours.

It's amazing how far we've come; it really is. When we look back, we remember Mercer Street in deep distress, with more darkness than light, more vacancy than open doors, more detractors than cheerleaders. But we had a dream. We each had a different version of what we imagined it could look like, but we all shared enough in common of what we hoped for... a vibrant downtown environment that inspires a sense of pride and renewal, where community members are engaged, active, and excited. We held true to that vision and so many of us have poured our hearts into it, whether through attending events, painting murals, shopping with the merchants, employing services of downtown businesses, serving on a committee, joining in on a visioning session, volunteering for an event, cleaning a sidewalk, offering support and mentorship, or even renovating a building and opening doors to a business. All of us together and collectively manifested this vision, and here we are counting down to 2020 with 26 new businesses on Mercer Street, 2 businesses preparing to open doors in early 2020, new events with thousands in attendance, new projects under construction and state-wide, regional and even national news media with their eyes on Princeton. We're here, ladies and gentlemen. We've come this far and now, it's time to shine. It's a whole new ballgame in 2020. Let's keep our head in the game, let's support each other, let's hold fast to our vision and let's see it through. There's no limit to what we can achieve together, when we all join forces and throw our support into the efforts. Please be willing to invest your dollars in these businesses. Bring your family and friends for a day on the town and spread the word. When you have guests in town, show them what we have here and be proud! When it's time to shop for a birthday or holiday, spend those dollars in our local shops and on locally made products. When you need a service, before you look beyond, look right here in our midst among the incredibly talented population of service providers in our hometown. Water this garden, watch it grow, and we'll all reap the harvest together.

Join us in the 2020 Vision of a vibrant downtown community. We Believe. Let's keep dreaming together.



Happy New Year!

Lori McKinney

The RiffRaff Arts Collective

&

Princeton Renaissance Project



**First 25 people to  
purchase 2020  
Glasses will get a  
FREE T-SHIRT!**



**Stop by our tent  
at the Princeton  
Downtown  
Countdown on  
New Years Eve!**

2020 Glasses will be available for Purchase!

**Play Cornhole  
and Take  
Your Picture  
in our  
Photo Booth!**

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**THE ONE TO SEE FOR 2020**

Dr. Zane R. Lawhorn, OD  
Dr. D. Scott Carpenter, OD  
Dr. K. Brent Cole, OD

**304-487-2020**





**- SHOPPING - MUSIC - DINING -**

# FIRST FRIDAYS

**IN DOWNTOWN PRINCETON**



**- COMMUNITY - ART - FAMILY FUN -**



**JANUARY 3RD  
FEBRUARY 7TH  
MARCH 6TH  
APRIL 3RD  
MAY 1ST  
JUNE 5TH  
JULY 3RD  
AUGUST 7TH  
SEPTEMBER 4TH  
OCTOBER 2ND  
NOVEMBER 6TH  
DECEMBER 4TH**



[www.grassrootsdistrict.com](http://www.grassrootsdistrict.com)





**There are several delicious food and beverage options on site!**

## Menu

DOWNTOWN COUNTDOWN  
2020



### QUICK BITES

|                               |        |
|-------------------------------|--------|
| Spinach Dip w/ Tortilla Chips | \$5.00 |
| Salsa w/ Tortilla Chips       | \$3.00 |
| Black Bean Chili              | \$3.50 |

### TACOS

|  |        |
|--|--------|
| 2 Shredded Chicken Tacos w/ Lettuce, Pickled Red Onion, and Garlic Cream Sauce | \$6.00 |
| 2 Black Bean Tacos with Lettuce, Pickled Red Onion, and Garlic Cream Sauce     | \$5.00 |

### DESSERT

|                            |        |
|----------------------------|--------|
| Mini Cheesecake w/ Caramel | \$1.00 |
|----------------------------|--------|

### DRINKS

|               |        |                   |        |
|---------------|--------|-------------------|--------|
| Coffee        | \$1.50 | Bottled Diet Coke | \$2.00 |
| Bottled Water | \$2.00 | Bottled Sprite    | \$2.00 |
| Bottled Coke  | \$2.00 |                   |        |

Enjoy delicious tacos, chili, cheesecake and more at Bucha Brewhouse & Bistro's pop-up cafe in Stages Music School!

Find yummy pizzas, sandwiches, salads, beer & wine at Sophisticated Hound Brewing Company.

Appalachian Coffee House is your stop for delicious warm beverages and pastries!

Satisfy your taste buds with the amazing ice cream at Blue Ridge Bee Company.

Enjoy FREE HOT CHOCOLATE in The Hot Chocolate Spot as well as outdoors, thanks to Princeton Rescue Squad!

Outdoor concessions will also be available.







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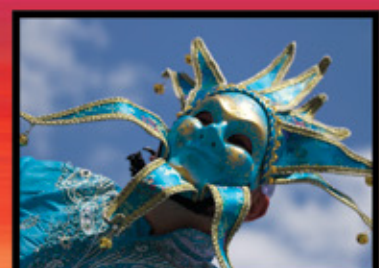
#volunteerwv





# All Together Arts Week

May 2nd - May 9th 2020



**Get Out & Experience the Arts in Mercer County, WV!**

**MAY 2 - MERCER COUNTY ARTS FAIR**

@ Bluefield Area Arts Center

Explore all the arts opportunities our area has to offer!

**MAY 7 & 8 - GALLERY HOPS**

Hop aboard the trolley and explore the creative venues of Mercer County!

**May 9 - Grand Finale Parade & Day of Merriment**

in Downtown Princeton - Don your faerie wings,  
grab some glitter and join the fun!

**PLUS Tons of Artistic Activity All Week Around Mercer County:**

Live Music / Open Mic Nights / Poetry Readings / Art Shows / Live Theater / Craft Classes

Find The Full Schedule @

**[www.alltogetherarts.com](http://www.alltogetherarts.com)**





# THE ROOM Upstairs





# Jonathan Scales



## Live in THE ROOM Upstairs

Jonathan Scales is one of the most innovative steel pannists on the planet, redefining and challenging traditional expectations of his signature instrument. In his hands, the sonic palette of an instrument often associated with cruise ships and tropical resorts is radically expanded to mimic the role of horns, piano, vibraphone or marimba due to his stunning, virtuosic technique. Scales' mesmerizing compositions have captivated listeners and elevated him to the status of a true composer, forging new territory in the medium of instrumental music. Although Scales' writing produces songs that are ultimately accessible and danceable, the compositions can be remarkably complex and difficult to perform. As a result, the power trio whimsically named Jonathan Scales Fourchestra has always had a fluid lineup top-notch musicians, and even included an "all-star" version with bassist MonoNeon (Prince, Ghost Note), drummer Robert "Sput" Searight (Snarky Puppy, Snoop Dogg) and percussionist Weedie Braimah (Trombone Shorty, Nth Power), as well as a number of other talented marquee value players. Throughout these changes, Scales has demonstrated remarkable perseverance and persistence, a topic that he presented in a TED Talk, while continuing to write and develop his craft and touring the North American and European club and festival circuit—as well as dates in Japan, Central America and The Caribbean. Scales also represented the United States through the Department of State as a musical ambassador in a four week concert tour of China, Taiwan, Hong Kong and Indonesia in early 2017, an honor for which he was chosen from among three hundred finalists.





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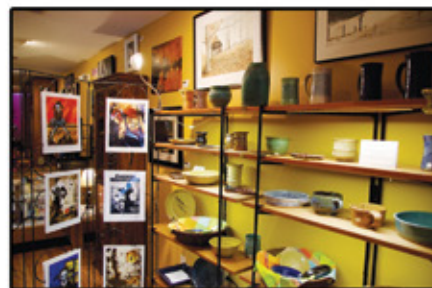


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# Grace Campbell



# Je'Dah Palmer



Live @

APPALACHIAN  
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Grace Campbell is a shooting star with impeccable songwriting capabilities and a charm all her own. We will no

doubt see her in lights and hear new songs frequently as we follow her journey. A senior at Princeton High School, Grace is an active and involved academic. She is currently preparing for a series of college auditions and is exploring possibilities for

the continuation of her musical journey. She is a bright light in #thegrassrootsdistrict as a barista at Appalachian Coffee House, a shining star at Stages Music School, and a regular at Open Stage Nights at The RiffRaff.

**Je'Dah Madison Palmer** is a 19 year old native of Princeton, West Virginia. She has toured and traveled extensively as an artist with The One Voice Project, and as a member of The Change. Now emerging as a solo artist, she is exploring her own singer/songwriter vibe. She has a taste for R&B, Soul and FunK. She is heavily influenced by artists like India Arie, Brandy, Ms. Lauryn Hill, Tori Kelly, and H.E.R. This young artist's style is deep, introspective and soulful. She's a lively performer, and sets a beautiful vibe with any venue she steps into. A key player the creative movement of downtown Princeton, she is a barista with the Appalachian Coffee House in the Mercer Street Grassroots District.

[www.jedahpalmer.com](http://www.jedahpalmer.com)





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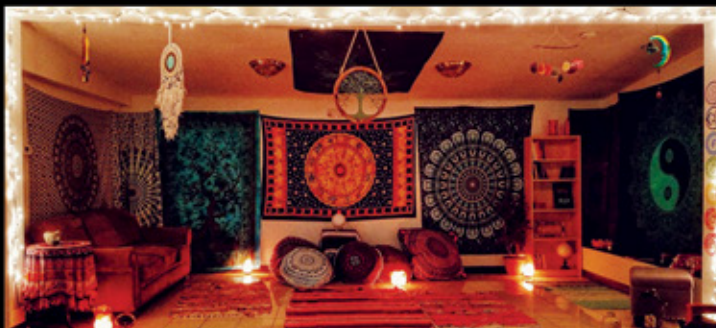
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*Countdown*

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# 2020

*Happy New Year!*

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[www.celebrateprinceton.com](http://www.celebrateprinceton.com)





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# Steve Bears





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[www.frostlioniceplus.com](http://www.frostlioniceplus.com)

Steve Tankersly of Shady Spring, WV is uniquely talented with a chainsaw. He carves bears, Indians, eagles and anything else you can think of. Catch him carving live at The Downtown Countdown, and consider taking home one of his beautiful rustic hand carved wooden statues known as Stevie Bears.

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| TIME     | THE ROOM UPSTAIRS                            | THE HOT CHOCOLATE SPOT                               | STAGES                                       | APPALACHIAN COFFEE                           | RENAISSANCE THEATRE INSIDE                   | RENAISSANCE THEATRE OUTSIDE  | TOWN SQUARE                      | SOPHISTICATED HOUND                          |
|----------|--|--|--|--|--|------------------------------|----------------------------------|--|
| 8:30 PM  | Jonathan Scales Fourchestra 8:30 - 9:15      |  | The One Voice All-Stars 8:30 - 9:30          | Grace Campbell 8:30 - 9:15                   | Black Light Art Space 8:30 - 11:30           |                              | Lucas The Flow 8:30 - 8:45       | Matt Mullins & The Bringdowns 8:30 - 9:45    |
| 8:45 PM  |  | Slightly Magnificent Magic Comedy Show 8:45 - 9:30   |  |  |  | Imagine Circus 8:45 - 9:00   |                                  |  |
| 9:00 PM  |  |  |  |  | DJ Blind 9:00 - 10:00                        |                              | Lucas The Flow 9:00 - 10:15      |  |
| 9:15 PM  |  |  |  | Je'dah Palmer 9:15 - 10:00                   |  |                              |                                  |  |
| 9:30 PM  | Jonathan Scales Fourchestra 9:30 - 10:15     |  | Common Collected 9:30 - 10:00                |  |  |                              |                                  |  |
| 9:45 PM  |  | Slightly Magnificent Magic Comedy Show 9:45 - 10:30  |  |  |  | Imagine Circus 9:45 - 10:45  |                                  |  |
| 10:00 PM |  |  | The One Voice All-Stars 10:00 - 11:30        | Grace Campbell 10:00 - 10:45                 | Black Light Art Space 8:30 - 11:30           |                              |                                  |  |
| 10:15 PM |  |  |  |  |  |                              |                                  | Matt Mullins & The Bringdowns 10:15 - 11:30  |
| 10:30 PM | Jonathan Scales Fourchestra 10:30 - 11:30    |  |  |  | DJ Blind 10:30 - 11:30                       |                              |                                  |  |
| 10:45 PM |  | Slightly Magnificent Magic Comedy Show 10:45 - 11:30 |  | Je'dah Palmer 10:45 - 11:30                  |  |                              | Lucas The Flow 10:45 - 12:30     |  |
| 11:00 PM |  |  |  |  |  |                              |                                  |  |
| 11:15 PM |  |  |  |  |  |                              |                                  |  |
| 11:30 PM | Move To Town Square For Ball Drop @ Midnight | Move To Town Square For Ball Drop @ Midnight         | Move To Town Square For Ball Drop @ Midnight | Move To Town Square For Ball Drop @ Midnight | Move To Town Square For Ball Drop @ Midnight | Imagine Circus 11:30 - 12:00 |                                  | Move To Town Square For Ball Drop @ Midnight |
| 11:45 PM |  |  |  |  |  |                              |                                  |  |
| 12:00 AM |  |  |  |  |  |                              | Ball Drop & Fireworks @ Midnight |  |

**7th Annual**

# DOWN TOWN COUNTDOWN

Performance  
**Schedule**



# Activities

Take a horse & carriage ride around the block, provided by Rodes Farm of Lewisburg, WV! Tickets for this attraction are separate; \$10 for adults and \$5 for children.

Kids will have a blast making new friends, playing games and making special crafts! Activities will take place all the way up to the ball drop at midnight inside Artistic Adventures at 850 Mercer Street.

## KIDS SCHEDULE:

8:30 - 9:30 p.m. - Craft Time!

9:30 - 10:30 p.m. - Games!

10:30 - 11:30 p.m. - Craft Time!

11:30 - midnight... get ready for the ball drop!



KIDS of all ages, get your game on in the Mobile Gaming Theater by Hillbilly Fun! The brand new, HUGE 32 foot gaming theater features 7 awesome gaming stations-5 inside and 2 more outside-allowing up to 28 guests to play at one time! It features stadium-style tiered seating, higher ceilings, full climate control, laser and neon lighting. Choose from tons of games like Just Dance, Super Mario 3D World & LEGO Star Wars: The Force Awakens.



Want to get your new year kicked off on a healthy foot? Visit the New Year's Resolution Station sponsored by Planet Fitness and explore your journey to fitness in 2020! Talk to experts about healthy lifestyles and ponder how you'll kick off the new year right. Brought to you by Planet Fitness in Mercer Mall.



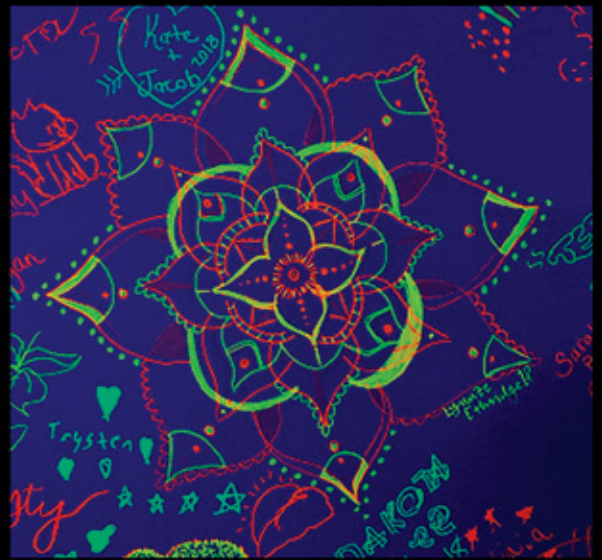
It seems some Pokemon have hidden themselves around the Downtown area! Come and try to catch them as part of the Scavenger Hunt! Come to the RiffRaff Art Boutique at 869 Mercer and get your first hint; then use your brain power, follow the clues, collect cards & WIN PRIZES!

Brought to you by DAYDREAM GAMES, Coming in 2020 to The Grassroots District!



Hang your wishes for the new year on the Wish Tree! This beautiful work of art was lovingly created from wire by local artist Isaac Preston.





Step into the Black Light Art Space in The Renaissance Theater and enjoy creativity that glows in the dark! Several talented local artists have created masterpieces on the walls and in three dimension for you to enjoy, and you can get creative, too! One wall is designated for anyone to draw on. The space also features temporary tattoos by WUFU Tattoos and games. This activity will be located in The Renaissance Theater.



## Ball Drop & Fireworks At Midnight

The spectacular Ball Drop & Fireworks show at midnight is brought to us by Ramey Toyota, Community Connections and Princeton Fire Dep't, with help from Mercer County Schools and First Christian Church. The ball was designed by artist Stefani-Slaughter Burchfield and lovingly crafted by many volunteers, including students and faculty from New River Community & Technical College.





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With an eclectic mix of genres that have influenced the group, it's hard to classify them as just an alt-country band. Matt Mullins & the Bringdowns are an Appalachian Rock band that have found a niche all their own. The stories in their songs are almost as diverse as the influences you hear in the music. Featuring Matt Mullins on Guitar/Vocals, Stuart Hill on Guitar/Vocals, Bill Fraley on Bass/Vocals and Dylan McInturff on Drums/Vocals, this Appalachian Rock band from Southern WV is influenced by the sweet soulful sounds of The Band, The Beatles, 70s/80s Punk, and 80s Hair Metal.

[www.thebringdowns.com](http://www.thebringdowns.com)

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[www.theonevoiceproject.com](http://www.theonevoiceproject.com)

**The Common Collected** is a rock band made of young musicians in Princeton, WV. They write unique original music and light up the stage with their wild rock souls. The band features Jacob Brooks on Lead Guitar, Mattacus Amadeus on Bass, John Neal on Drums, and Michael McGrady on vocals. You can find them playing gigs and open mic's around Southern WV at venues like The Room Upstairs, The Railyard and more.



**The Common Collected**



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Owen Family Entertainment offers up interactive, family-friendly magic and comedy shows that will delight audiences of all ages. Brandon Owen has been entertaining at fairs & festivals around the region for two decades; you may remember seeing his flea circus at Celebrate Princeton 2018!

## Live In The Hot Chocolate Spot @



Tim and Maggie Mainland play instrumental folk music. They grew up with it; they have studied it and have traveled throughout the United States, England, Scotland and France looking for it. Branching out from there, they teach music professionally, work on instruments every day and play just about anything written for flutes and frets. They give their time and music to the local scene hoping that young people will get connected to music and the arts and find more joy in their lives and their communities. Their arrangements are contrapuntal, and informed by the classic music of past masters. Wherever they play, people are charmed by their wit and compelling melodies. They can often be heard in our area of Southern West Virginia playing at restaurants, weddings, college programs, open mikes, coffee houses, theaters, churches and local festivals.

[www.timandmaggie.net](http://www.timandmaggie.net)





The Honorary Button Pusher for the Downtown Countdown 2020 is 8 year old Brady Walker, a student at Oakvale Elementary School. Brady exemplifies The Renaissance with his bright, inspired spirit and his desire to contribute to the community. He has volunteered hundreds of hours of his time for the charity Seeds of Hope, and he is

always searching for ways to make a difference. He is active in the arts as a student at Stages Music School, a member of the school choir and a thespian with 4 Pals Productions, and he participates in every arts event he can get his hands on. We should all try our best to follow his lead and pay attention to this young generation, for they are our future.

## Your MC's



Mike "Doc" Atwell of Star-95 FM will be the voice of the Downtown Countdown on the Dick Copeland Town Square Stage for the 7th year in a row. His musical journey began at age 8

performing all over the state of Maine with the Southern Maine Children's Choir and then attending Southern Maine Music Academy until the age of 18. He performed all over New England with the alternative rock bands "LimeLite" and "Midnight Sun." Atwell has worked in several facets of the music industry;

providing security for top national recording artists at the Hampton Beach Casino Ballroom in New Hampshire and working as a senior sales representative for Daddy's Junky Music until 2006 when he left for service in the United States Navy. After 5 years of service as a Fleet Marine Force Corpsman and a combat deployment to Afghanistan, Atwell moved to WV where he began his studies at Concord U. It was at Concord that he found his passion for being behind the microphone. He began his radio career with WVCU and has emceed several events in the southern WV area since 2013 including Culturefest World Music & Arts Festival. Atwell holds a RBA in Recreation and Tourism Management and is the afternoon On-Air DJ at WSTG Star 95.9FM in Princeton West Virginia.

Sam "TheMan" Franz will be your Master of Ceremonies in The Room Upstairs at The RiffRaff Arts Collective. A gifted artist, radio DJ, graphic designer and all around creative, Sam was active in the downtown Princeton scene when he lived here years ago. He was amongst the driven volunteers that helped pull the inaugural Downtown Countdown together; he helped build the ball and suggested the title of the event in 2013. He was also instrumental in the creation of the Mercer Monster Mash Halloween Extravaganza, which just celebrated its 7th annual. Sam also MC's at Culturefest World Music & Arts Festival and although he now resides in Richmond Virginia, he is a valuable contributor to the arts scene of Southern WV from afar.





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Halloween Night

October 31<sup>st</sup>

Mercer Street  
Princeton, WV







**Matt Perry, aka DJ Blind**, was born in Bluefield, WV. He was inspired as a young child watching his mom play piano in church and at home, and even as a kid, would play any instrument he could get his hands on, playing by ear. When Funk Master Flash released a game on Playstation and MTV created their music generator, it caught Matt's attention and drew him into the beat-making craft. He would go to events and be amazed at what the DJs and producers were doing. He was also inspired by local DJs such as Tim Doty and Brian Marshall, and set his sights on making music in that same vein. Recently he has been enjoying taking the stage at Open Mic in The Room Upstairs in downtown Princeton, and he has rocked the place so hard that it led to this gig at The Downtown Countdown, which stands to be his favorite musical performance ever.

**Lacey Vilandry's** love for painting stems from her an artistic family. As a child, her mother instilled in her an artistic practice that provided not only a way to express and cultivate her imagination, but also provide an escape in stressful times. She recently graduated with a BFA from James Madison University and has shown in several fine art gallery settings. During the summer of 2017 and 2018, she continued her education with the Vienna Academy for Visionary Art. Fall 2017 she had the honor of being named Artist of the Year with the Crystal Chalice Awards. She loves Live performance painting at music festivals, noting that the minimal time for judgment or second-guessing ideas often results in a completely different painting than what she originally imagined. She is currently part of an amazing team of artists creating a show called Wandering Down the Road, now available on Amazon Prime, which documents their incredible cross-country journey of self-discovery in pursuit of inspiring others to be creative and explore our wonderful world.



[www.silverarrowart.com](http://www.silverarrowart.com)



# Lucas The Flow



## LIVE IN THE TOWN SQUARE

Born into a family of musicians in Huntington, WV, being involved in music was a given. In 2006 Lucas Imbrogro learned to play guitar, singing and writing songs soon followed, and so the focus of his first album "Manifest Destiny" was based upon guitar and voice. In 2008 when he acquired an Apple MacBook he taught himself to produce with Garageband and then Pro Tools, which led to creating his 2nd album "The Sound of Evolution" which combined vocals and a bit of guitar with electronic beats. Several electronic tools and albums later, from explorations in electronic influences such as dubstep, glitch hop, electro, trap, and funk, he is preparing a new album of his best material yet to be released on Gxxks Records in 2017. Lucas has performed at Infrasound, Eden Lounge DC, Supermoon, Playthink, Cosmic Charlie's, 123 Pleasant St., Clustxr, Swarptoberfest, the Huntington Ale House, the Boulevard Tavern, Deception, The Monkey Barrel, Camp Mad Anthony Wayne, Black Sheep, the V Club, & Culturefest.

[www.soundcloud.com/lucastheflow](http://www.soundcloud.com/lucastheflow)



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the Rebirth of Downtown Princeton!





[www.grassrootsdistrict.com](http://www.grassrootsdistrict.com)



# 2020 EVENTS

**Every Monday Night - Open Stage Night at The Room Upstairs**

**First Fridays - Monthly music, special deals and more all around downtown**

**3rd Saturday of Every Month May-October - Cool Cruisin' Nights**

**May 2-9 - All Together Arts Week**

**Saturday, May 9 - All Together Arts Parade**

**Saturday, June 13 - Celebrate Princeton Street Fair**

**August 7-16 - Peak of the Bloom**

**Saturday, September 26th - Autumnfest**

**Saturday, October 31 - Mercer Monster Mash**

**Thursday, December 31 - Downtown Countdown**

**There are dozens of other events, large and small, that take place throughout the year downtown. Visit [grassrootsdistrict.com](http://grassrootsdistrict.com) for a full events calendar and stay tuned!**

