

## **Farmville Chamber of Commerce & Downtown Partnership 2009 Annual Report**

### **Visioning, Branding & Marketing/Residential Development**

A new website was created with the capability to promote businesses and events and to accept requests for information. Welcome packets were provided to the town for new residents which included a complete business list highlighting Chamber members.

Four hundred eighty four registered guests toured the May Museum with three hundred residing outside of Farmville including fifteen states and three foreign countries. Tours average one hour, covering information and stories relating to the artifacts in each room of the museum.

The procurement of a Civil War Trails Marker for the Museum was initiated to be installed in spring of 2010, funded in part by the Chamber and Downtown Partnership.

### **Existing Business & Industry Support**

Seven Ribbon Cuttings were held during 2009 for the eleven businesses opening in the downtown Farmville area. New businesses include LaFlama Mexican Restaurant, MyleStone Gallery & Wines, A Step Above Performing Arts Center, Speedy Wok Restaurant, Dorothy's Place Restaurant, Blissful Bites Cakes & Catering, Dixon's Flowers & Design, Life's Little Pleasures, Esquivel Home Improvement, Plank Road Steak House, and Deli-ca-Sea Seafood Market. Businesses were notified throughout the year via e-mail of pertinent information regarding the town and the Chamber.

### **Educational Initiatives**

The Chamber helped sponsor specialty books for 1st and 4th graders at HB Sugg and Sam Bundy Elementary Schools. Books for Santa were also provided at the Annual Tree Lighting/Taste of Farmville. Demographic information was compiled for Farmville Middle School to help apply for a grant. Two Pitt Community College scholarships to Farmville Central High School students were awarded at \$500.00 each.

### **Promotions/Community Events**

The July 4th Celebration, Chamber Golf Tournament, Hometown Halloween, Annual Tree Lighting, A Taste of Farmville, and the Christmas Parade attracted thousands of residents and visitors to Farmville. At a cost of \$10,000, these events were possible through contributions to the Downtown Partnership, sponsorships, donations and fees.

### **Downtown Revitalization**

St. Patrick's Day Auctions provided the necessary funds for updating the Community Park in 2009. Other projects in past years include new banners, trash receptacles and new benches along Main Street and Wilson Streets. While no facade grants were requested in 2009, over \$55,600.00 has been contributed to businesses since its inception in 1994.