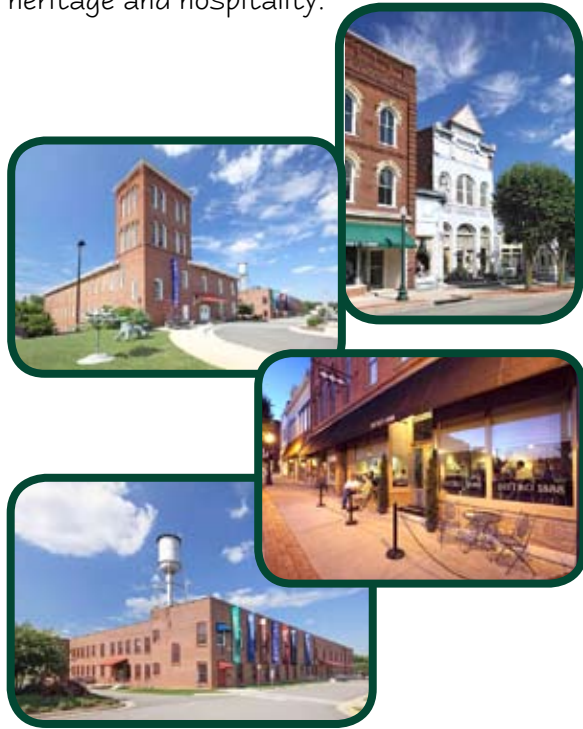


Destination Downtown South Boston Mission Statement

To ensure the long-term viability of the downtown area as a center of commerce, a source of civic activity and pride, a resource for attracting new businesses and residents, and a hub of educational and cultural opportunities. Critical to this effort is promoting a small-town quality of life, preserving historic resources, and capitalizing on South Boston's unique heritage and hospitality.



Destination Downtown South Boston, Inc.

432 Main Street ~ South Boston, VA 24592

434.575.4209

www.downtownsobo.com
info@downtownsobo.com



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Main Street® Partners 2016

Creating a strong downtown



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Destination Downtown South Boston

About Destination Downtown South Boston

Destination Downtown South Boston, Inc. (DDSB) is a 501(c)(3) non-profit volunteer-based Virginia Main Street Organization dedicated to the economic and cultural revitalization of Downtown South Boston.

South Boston's downtown district belongs to all of us who call South Boston "home". Just as we tend our gardens and prepare for family events, the effort to build a stronger downtown community lies with us.

Your support is critical to the effort. The opportunity for community involvement as volunteers, financial supporters, and advocates will result in the comprehensive revitalization envisioned for Downtown South Boston.



"Join us for fun, networking and more at Downtown Mixers!"



"Enjoyin' a night in Downtown at Movies on Main in Constitution Square!"



Scan this code with your Smart Phone to go directly to our Website for the most up to date Information and Event listings in Downtown South Boston.



EXECUTIVE BOARD:

President - Gene Haugh

Vice President - Andy Newland

Three Women No Truck

Secretary - Wayne Fuller

W.A. Fuller Menswear

Treasurer - Les Powell, III

Powell Funeral Home

BOARD:

Frank Fincher ~ Fincher's, Inc.

Carol Foster

Barney Newberry

Jayne Elliott ~ Destination Gallery

Jewell S. Medley ~ United Way

Bob Hughes ~ South Boston Town Council

Clint Johnson

Southside Virginia Community College

Brandee Lloyd ~ Team Nurse

Lin Hite ~ Longwood

Small Business Development Center

EXECUTIVE DIRECTOR

Tamyra Vest

Small Business Saturday



"Partnering with The Halifax County Chamber of Commerce and The Town of Halifax on Small Business Saturday"

Partnership Information

Here are some of the accomplishments, milestones, achievements, and downtown happenings in the past calendar year 2015...

In 2015, South Boston was chosen as one of three communities to be in a Preservation Virginia Economic Impact Study conducted by Virginia Commonwealth University. The report detailed the economic impacts of the Virginia Main Street Program, with study and research including case studies on three of the 25 Virginia Main Street communities. From the report - "Downtown South Boston has set a clear course for the future and it has already achieved significant success. Its higher education center, new apartments in a renovated historic warehouse, excellent restaurants, art galleries, community meeting facilities, historical interpretive center and new-economy companies nearby, nestled in a region of great natural beauty, show that South Boston is becoming, once again, a vibrant Downtown, attracting regional tourists and retirees, as well as entrepreneurs and artisanal businesses. Success is due to the hard work of DDSB and its strong networks of regional and state collaborators, and to the Main Street Approach®. As one board member put it: The program itself, the Four Points, is the key to all of this."

Received a \$25,000 Downtown Improvement Grant for a pop-up business launcher program called So Bo Shops Booster.

Facade grants given in 2015 totaled \$4014.24, leveraging \$8028.48 in investment.

DDSB worked with the Town government, Virginia Tourism Corporation, and the Southside Planning District Commission on a Master Development Plan Project for the Main Street District.

A Partnership Brochure was printed, and an Event Sponsorship packet was printed.

Hunted for old downtown photos, researched the years & information and printed 2016 Vintage Downtown South Boston Photo Calendars.

Had a Technical Assistance Economic Restructuring Visit with Todd Barman of Barman Development Strategies, LLC in June.

DDSB held three Downtown Mixers for networking -

one in March, one in July, and one in September.

New Business Ribbon Cuttings included Heritage House Downtown in April, 3 Women Consignment and N. Main Furniture in May, Galleria d'arte in May, Georgia's Book Exchange in August and Main Street Café in September.

Assisted the South Boston Farmers Market in getting SNAP/EBT. Served on the Farmers Market Event Planning Committee and held Farmers Market promotions including Plant a Pot for Mom on Mothers Day, a Grand Opening in June, two Community Give Back Days in August, and Food Demonstrations. Assisted Farmers Market in social media marketing.



The Town and DDSB started removal of some downtown trees as some Bradford Pears in each block were cut down on the downtown streetscape in 2015.

Hosted two statewide trainings - the Virginia Main Street Fall Tool Kit Training in September and the Virginia Rural Planning Caucus in October.

Promotions held in 2015 include two Movies on Main promotions held in May and July, bringing movies, popcorn, and family fun outside to the streets of downtown. A Summer Concert Series was held in May, June, and August, and the 24th Annual Harvest Festival was held in September. DDSB partnered with the Halifax County School System and held a Teacher Appreciation Day in September. In October, they partnered with Good Samaritan and held a Coat Drive and Food Drive. In November, they partnered with the Halifax County Chamber of Commerce and the Town of Halifax on Small Business Saturday. The 29th Annual Christmas Open House was held in November, and Christmas in the Caribbean was the theme for the South Boston Christmas Parade in December.



"Plant A Pot for Mom at the South Boston Farmers Market."

Partnership Levels

Main Street® District Partner

- Downtown Business Owner
- Downtown Property Owner
- Downtown Business & Property Owner

Sponsorship Levels

Individual/Family Partners

- Downtown Friend
- Downtown Supporter
- Revitalization Partner
- Revitalization Sponsor
- Renaissance Patron



"Maurice Jones, Virginia Secretary of Commerce and Trade, enjoying his visit to Downtown South Boston"



Standing Committees

Design

Enhancing the unique visual quality of downtown by addressing all design elements to create an appealing environment.

Promotion

Creating and marketing a positive image based on the unique attributes of the downtown district.

Economic Restructuring

Strengthening downtown's existing economic assets and fulfilling its broadest market potential.

Organization

Establishing consensus and cooperation by building effective partnerships among all downtown stakeholders.



I Want to Become a Donor!

- Downtown Friend \$25 - \$49
- Downtown Supporter \$50 - \$99
- Revitalization Partner \$100 - \$499
- Revitalization Sponsor \$500 - \$999
- Renaissance Patron \$1,000 and up

Donation Amount \$ _____

I Want to Support the Main Street Program!

- Downtown Business Owner \$150.00
- Downtown Property Owner \$150.00
- Downtown Business & Property Owner \$200.00

Bill me:

- Annually (Jan) Bi-annually (Jan & July)
- Quarterly (Jan, April, July, Oct)

I want to help as a volunteer:
(circle all that apply)

- Design Organization
- Economic Restructuring Promotions

Donations renew on an annual basis.

Name _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

Alternate Phone: _____

Please Return To:

DDSB, 432 Main Street, South Boston, VA 24592

Thank you for supporting the
Main Street Program in South Boston.