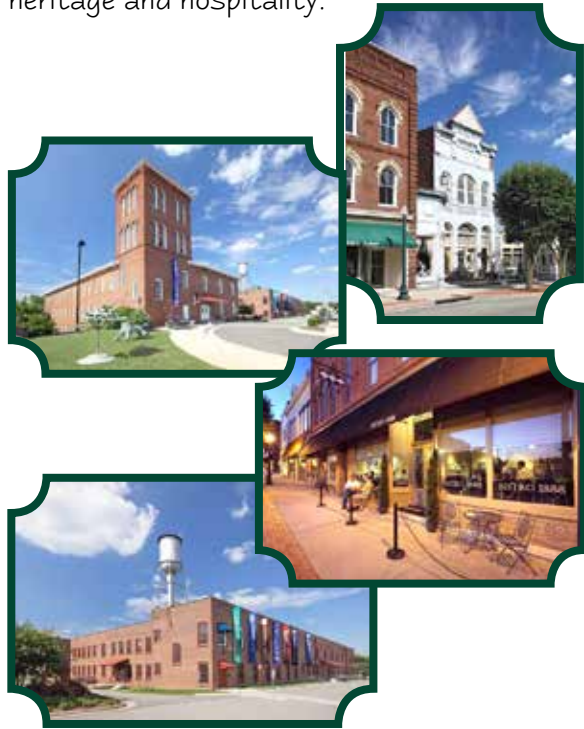


Destination Downtown South Boston Mission Statement

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



Destination Downtown South Boston



Main Street® Partners 2017

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 - Frank Fincher
Fincher's, Inc

Secretary - Brandee Lloyd
Team Nurse

Treasurer - Les Powell, III
Powell Funeral Home

BOARD:

Frank Fincher ~ Fincher's, Inc.

Carol Foster

Barney Newberry

Jayne Elliott

Jewell S. Medley ~ United Way

Bob Hughes ~ South Boston Town Council

Clint Johnson

Wayne Fuller ~ W.A. Fuller Menswear

Lin Hite ~ Longwood

Small Business Development Center

Mallory Lawter ~ Halifax County
Chamber of Commerce

EXECUTIVE DIRECTOR:

Tamyra Vest



Food Demonstrations at the Downtown South Boston Farmer's Market!

Partnership Information

Here are some of the accomplishments, milestones, achievements, and downtown happenings in the past calendar year 2016...

We received a **\$60,000 Community Business Launch Grant** for the SoBo Start-Up! Program. Entrepreneurs will be attending a 6-week boot camp in March and April to comprehensively prepare to operate successful businesses in Downtown South Boston. Small business is an indispensable ingredient for our community to survive. This competition is all about finding and fostering entrepreneurs that connect with our community's small business development strategy and vision. The competition will end with a pitch night where the participating entrepreneurs will give brief presentations of their business and plan for moving forward. Winners will be chosen to receive grants and in-kind support for the launch or expansion of their business.

DDSB received a **\$25,000 Feasibility Study Grant** for the American Tobacco Prizery to dream about the possibilities there.

DDSB wrote a grant for the Town government receiving a **\$50,000 grant** from the Community Foundation of the Dan River Region's Riverbank Fund for a Canoe/Kayak/Boat Launch on the Dan River in downtown.

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

We held **Downtown Mixers** for networking.

DDSB assisted the **South Boston Farmers Market**. We served on the Farmers Market Event Planning Committee and held **Farmers Market promotions** including a Grand Opening in June, Thursdays in July, and Food Demonstrations. We



Enjoy the fresh produce available at the Downtown South Boston Farmer's Market!

also assisted the Farmers Market in social media marketing.

Promotions held in 2016 include two **Movies on Main** promotions held in May and August, bringing movies, popcorn, and family fun outside to the streets of downtown.

A **Summer Concert Series** was held in June and August, and the 25th Annual **Harvest Festival** was held in September. In November, we assisted the Veterans on a Veterans Day Parade and partnered with the Halifax County Chamber of Commerce and the Town of Halifax on **Small Business Saturday**. The 30th Annual **Christmas Open House** was held in November, and A Dr. Seuss Christmas was the theme for the **South Boston Christmas Parade** in December.



Pumpkin Painting fun at the South Boston Harvest Festival!

Please contact us at info@downtownsobos.com or 434-575-4209 and let us know what you would like to see in our assessments and planning.

We work continuously on Economic Vitality ideas for our downtown, especially on our existing business base as well as our vacant properties.

Your donations allow DDSB to work to reawaken downtown - to constantly and consistently work on improving the appearance and upkeep of downtown, work on promoting the downtown district, and work on retaining and recruiting businesses.

As a partner of Destination Downtown South Boston not only do you get an opportunity to grow your business but it says that you are taking a vested interest in your community and have the satisfaction that you are helping the Historic District grow and prosper!

We would like to thank our supporters, businesses, volunteers, sponsors, and community partners for their help and support over the past year!

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



Enjoying breakfast downtown during Restaurant Week in September!

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 Vitality

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 Vitality 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.