

Organization Name: Destination Downtown South Boston				Date: 01/10/2026		
Town, State: South Boston, Virginia				Completed by: Tamyra Vest, DDSB Executive Director		
VISION: Downtown South Boston will be a strong, vibrant heart of the community.						
Transformation Strategy #1: Family Friendly, Family Serving				Transformation Strategy #2: Agricultural Economy		
GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 1	GOAL 2	GOAL 3
Capitalize on the benefits of all downtown has to offer	Make it easy for people to find what they need downtown	Market the “Explore Downtown” theme to help people understand what’s available and the succession transitions needed. Leverage data resources and information to better evaluate downtown’s environment and promote to the public and potential businesses.	Maximize resources and cross-train staff on knowledge and skills to leverage staff resources and volunteers effectively and develop plans to ensure business continuity.	Attract more people to the Farmers Market and increase economic impact.	Apply for and achieve Gold Level recognition. Promote the certification to enhance recognition and high-level perception of the farmers market.	Develop opportunities to better engage the underserved, and increase engagement of children in programs.
Lead: T. Vest	Lead: T. Vest	Lead: T. Vest	Lead: T. Vest	Lead: T. Vest, E. Powell	Lead: E. Powell, B. Meeler	Lead: E. Powell
ANNUAL RESPONSIBILITIES						
Merchants Meetings: Actively engage locals in planning and promoting downtown retail events (target 5 meetings per year) – “What’s Up Downtown Merchant” Meetings						
Social Media: Update frequently highlighting events and activities to promote downtown businesses and engage locals and visitors						
Event Planning: Organize, plan and execute approved downtown events to position downtown as a ‘destination’ and bring more people to the historic district						
Promotion: Collaborate with local business and municipal leaders and organizations to promote downtown						
Collaboration: Increase collaboration with key stakeholders including SVHEC, downtown merchants, Town of Halifax, & The Prizery among others						
Partners: Enhance partnerships with the Town of South Boston, Chamber of Commerce, Halifax County Historical Society, FFA, SB/Halifax Junior Woman’s Club, and local/county industry leaders						

Transformation Strategy #1: Family Friendly, Family Serving					
Goal 1: Capitalize on the benefits of all downtown has to offer.			Define Success: Business expansion and growth; prominent focus on downtown opportunities through Town of South Boston newsletter; increased business patronage; number of businesses participating in joint marketing campaigns and foot traffic increases.		
Partners: Downtown Merchants; Halifax County Chamber of Commerce; Town of South Boston; Property Owners; Halifax County Tourism, SVHEC, The Prizery; Town of Halifax, Halifax County Historical Society & others as identified					
TASK	VOLUNTEER RESPONSIBLE	STAFF RESPONSIBLE	DUE DATE	PROGRESS	BUDGET
Develop Calendar of Events promoting all annual events; promote calendar through social media; local merchants; posters, flyers and other methods to bring people downtown. Ensure consistency in communications.	Retail Promotions Committee	Tamyra Vest Emily Powell	February 28, 2026	In Process	\$2,000
Establish automated gift card program to make it easy for shoppers to redeem prizes at all downtown participating businesses; train businesses and implement program. Use social media to publicize how gift cards can be redeemed.	Retail Promotions Committee	Tamyra Vest	March 1, 2026	In Process	\$100
Collaborate with local businesses to identify opportunities to expand and market the “Explore Downtown” theme and encourage people to explore all the town has to offer.		Tamyra Vest	TBD		

Transformation Strategy #1: Family Friendly, Family Serving					
Goal 2: Make it easy for people to find what they need downtown		Define Success: Business expansion and growth; prominent focus on downtown opportunities through Town of South Boston newsletter; increased business patronage; number of businesses participating in joint marketing campaigns and foot traffic increases.			
Partners: Downtown Merchants; Halifax County Chamber of Commerce; Town of South Boston; Property Owners; Halifax County Tourism, SVHEC, The Prizery; Town of Halifax, Halifax County Historical Society & others as identified					
TASK	VOLUNTEER RESPONSIBLE	STAFF RESPONSIBLE	DUE DATE	PROGRESS	BUDGET
Market the “Explore Downtown” theme to help people understand what’s available. Promote the “Explore Downtown” campaign across social media, advertising, website, and other methods of distribution.	Lin Hite, DDSB Board of Directors, Merchants	Tamyra Vest	Ongoing	In Process	\$500
Leverage SoBo Keep Entrepreneurs Program to assist downtown South Boston entrepreneurs with the tools and skills necessary to keep turning their passions into profits. Focus on enhancing existing or expanding businesses.		Tamyra Vest	April 2026	In Process	
Encourage merchant participation at a training program and offer other training opportunities. Actively engage merchants to <i>drive customer-focused initiatives</i> for increased sales and customers.	Retail Merchants	Tamyra Vest Emily Powell	Ongoing		
Continue work on the Connector Alleyway to make it easier for people to find their way around downtown. Make the alleyway visible. Solicit sponsors to assist with Phase II for the Market to Main Project.		Tamyra Vest		In Process	\$
Continue to work on Wayfinding Project to make it easier to navigate downtown. Work with the Town of South Boston on directional signs, naming of parking lots, parking lot signage, and other downtown map signage.	Town Manager, DDSB Board of Directors	Tamyra Vest	Ongoing	In Process	\$0
Routinely communicate with local businesses to identify their needs, plans for expansion and growth, and ways to increase retail offerings for community to serve them effectively.		Tamyra Vest Emily Powell	Ongoing	In process	\$0

Transformation Strategy #1: Family Friendly, Family Serving					
Goal 3: Market the “Explore Downtown” theme to help people understand what’s available and the succession transitions needed. Leverage data resources and information to better evaluate downtown’s environment and promote to the public and potential businesses.		Define Success: Business expansion and growth; prominent focus on downtown opportunities through Town of South Boston newsletter; increased business patronage; number of businesses participating in joint marketing campaigns and foot traffic increases.			
Partners: Downtown Merchants; Halifax County Chamber of Commerce; Town of South Boston; Property Owners; Halifax County Tourism, SVHEC, The Prizery; Town of Halifax, Halifax County Historical Society & others as identified					
TASK	VOLUNTEER RESPONSIBLE	STAFF RESPONSIBLE	DUE DATE	PROGRESS	BUDGET
Enhance visual appeal of downtown streets with hanging flower baskets or similar displays that attract attention and create a pleasant atmosphere for shopping, dining, and exploring. Work with Town of SoBo on projects.	Town Manager	Tamyra Vest Emily Powell	TBD (contingent on funding)		\$TBD
Organization: Establish a marketing team to lead the development of a comprehensive marketing campaign to strengthen the promotion of DDSB and its impact within the downtown district. Communicate DDSB success stories!	Promotions Committee Project Teams	Tamyra Vest	Ongoing	In Process	\$TBD
Promotion: Engage Halifax County Chamber of Commerce to promote downtown businesses and events through newsletters, social media, and other outreach.	Retail Promotions Committee	Tamyra Vest	Ongoing	In process	\$0
Find new, creative ways to promote events – consider working with local restaurants, cafes, and wine shops to develop table displays with event listings, provide small window clings with QR codes, etc. – update as needed.	Retail Promotions Committee	Tamyra Vest	Ongoing	In Process	\$500
Develop and implement retail-focused events (in-person and online) to drive customer engagement within downtown businesses. Engage merchants for collaboration and support and offer prizes/incentives to shop downtown.	Local Merchants	Tamyra Vest Emily Powell			
Leverage the Downtown Imagine Initiative to showcase available buildings and offices in a positive way; create appealing graphics and verbiage to help potential owners/renters imagine their business located downtown. Promote window wraps through social media and other promotions to solicit potential customers. ID other opportunities for this initiative.		Tamyra Vest Emily Powell	Ongoing	In Process	\$TBD based on need and building availability
Leverage the Building Opportunities on Main Street (BOOMS) Tracker to support strategic planning and drive economic growth in Downtown South Boston. Take advantage of the resources to visualize real-time data, identify redevelopment and housing opportunities—such as mixed-use development—and generate actionable insights to attract investment and guide strategic revitalization efforts.		Tamyra Vest Emily Powell	Ongoing		\$TBD (VMS will cover the required matching funds for the BOOMS Tracker initiative through a FY2026 Technical Assistance Grant.)
Make informed decisions and strengthen community engagement. Dependent on available resources, work with VMS on a comprehensive one-year dataset sourced from Placer.ai , a leading location intelligence platform that analyzes anonymized geolocation data from mobile devices to generate detailed foot traffic analytics. In addition, VMS will furnish event-specific data – selected in coordination with DDSB – to support a deeper understanding of the impact of key events within the Main Street district.		Tamyra Vest Emily Powell	TBD	TBD	\$TBD (Contingent on resources being available)

Transformation Strategy #1: Family Friendly, Family Serving					
Goal 4: Maximize resources and cross-train staff on knowledge and skills to leverage staff resources and volunteers effectively and develop plans to ensure business continuity.		Define Success: Completion of volunteer training by VSM with Exec Director; and development of volunteer recruitment plan. Cross-training processes implemented and written operational policy and procedures manual updated.			
Partners: DDSB staff, Town of South Boston, Farmers Market staff, VMS, others as identified					
TASK	VOLUNTEER RESPONSIBLE	STAFF RESPONSIBLE	DUE DATE	PROGRESS	BUDGET
Cross-train staff between administrative projects for operational effectiveness and stability, ensuring continuity.		Tamyra Vest Emily Powell Bianca Meeler	Ongoing	In Process	\$
Leverage the use of volunteers to support delivery of initiatives. Solicit volunteers for appropriate aspects of events to support staff and identify potential talent for future projects or open positions.		Tamyra Vest	Ongoing	In Process	
Update administrative workflows and develop formal, written operational processes and planning guides for all aspects of managing DDSB functionality.	TBD	Tamyra Vest Emily Powell Bianca Meeler	Ongoing	In Process	
Conduct one-on-one training with Executive Director and VMS to strengthen resources and identify opportunities for improvement. Ensure that DDSB has a clear understanding of how to effectively identify, recruit, orient, manage, and retain volunteers in order to build and sustain a skilled, committed, and engaged volunteer base.		Tamyra Vest	By 6/1/2026		
Ensure DDSB leadership and staff possess the skills and knowledge necessary to effectively engage the community, foster consensus among diverse stakeholders and adeptly manage complex revitalization projects in Downtown South Boston. Attend VMS-sponsored events and participate in other pertinent professional development opportunities to fortify the organization's capacity to advance its mission and objectives with greater efficacy.		Tamyra Vest Emily Powell Bianca Meeler	Ongoing	Ongoing	\$TBD

Transformation Strategy #2: Agricultural Economy					
Goal 1: Attract more people to the Farmers Market and increase economic impact.		Define Success: Increased visitors to farmers market; increase in SNAP and VFM users and growth in population by underserved for first-time farmers market visitors; growth in sales and increased number of vendors			
Partners: Social Services, local schools, Downtown Merchants; Halifax County Chamber of Commerce; Town of South Boston; Property Owners; Halifax County Tourism, SVHEC, The Prizery; Town of Halifax, Halifax County Historical Society & others as identified					
TASK	VOLUNTEER RESPONSIBLE	STAFF RESPONSIBLE	DUE DATE	PROGRESS	BUDGET
Promote comprehensive schedule and calendar of events for 2026 beginning with farmers market kick-off through year-end events; promote to the public via social media, signage, and other means (table tents, brochures, other promotions).		Emily Powell Bianca Meeler Tamyra Vest	February 15, 2026	In Process	\$1,000
Promote Connector Alley project . Update signage at the market and create signage directing the public through the new alleyway to connect downtown to the farmers market.		Emily Powell Bianca Meeler Tamyra Vest	March 2026	In Process	\$500
Leverage programs for children and teens to promote healthy eating education and hands-on experiences with food and where/how it is grown. Develop method to measure effectiveness. Identify target audience (schools, social services, other) and implement process for outreach.	Downtown South Boston Farmers Market Board of Directors	Emily Powell Bianca Meeler	Ongoing	In Process	\$TBD
Create special activities and events <i>for Wednesday at the Market</i> that educates the public on the agricultural economy and what it means to our region. Include events and activities that draw a crowd and leverage the opportunity for enhanced education and promotion about the market.	Downtown South Boston Farmers Market Board of Directors	Emily Powell Bianca Meeler Tamyra Vest	Ongoing	In Process	\$TBD
Collaborate with local organizations, businesses, sponsors, and schools to provide educational programs or seminars regarding the value of the farmers market to individuals and the community. Consider working with businesses to encourage them to incentivize employees to support the market (coupons, discounts, points).		Tamyra Vest Emily Powell	Ongoing		\$0

Transformation Strategy #2: Agricultural Economy					
Goal 2: Apply for and achieve Gold Level recognition. Promote the certification to enhance recognition and high-level perception of the farmers market.			Define Success: Increased visitors to farmers market; increase in SNAP and VFM users and growth in population by underserved for first-time farmers market visitors; growth in sales and increased number of vendors		
Partners: Downtown Merchants; Halifax County Chamber of Commerce, Historical Society; Halifax County Tourism					
TASK	VOLUNTEER RESPONSIBLE	STAFF RESPONSIBLE	DUE DATE	PROGRESS	BUDGET
Apply for and obtain 2026 Gold Level Certification.		Emily Powell Bianca Meeler Tamyra Vest	January 2026	Complete!	\$
Leverage Gold Level certification in promotional materials, through signage at the farmers market, and other ways to demonstrate the market's focus on value and excellence to the community. Update FM brochures etc. with 2025 Gold seal.		Emily Powell Bianca Meeler	Ongoing	In Process	
Engage with local media to promote Gold Level certification through printed articles and online promotion.		Emily Powell	February 1, 2026	In Process	

Transformation Strategy #2: Agricultural Economy					
Goal 3: Develop opportunities to better engage the underserved, and increase engagement of children in programs.			Define Success: Increased visitors to farmers market; increase in SNAP and VFM users and growth in population by underserved for first-time farmers market visitors; growth in sales and increased number of vendors		
Partners: Downtown Merchants; Halifax County Chamber of Commerce, Halifax County Historical Society; Halifax County Tourism					
TASK	VOLUNTEER RESPONSIBLE	STAFF RESPONSIBLE	DUE DATE	PROGRESS	BUDGET
Update all materials and focus on underserved population; include promotion of bi-lingual materials to attract diverse population to the farmer market.		Emily Powell Tamyra Vest	March 2026	In Process	\$500
Develop creative updates to the Power of Produce (POP) Program to engage existing and new participants; demonstrate value and include hands-on activities and interactive events.	Jr. Woman's Club	Emily Powell Bianca Meeler Tamyra Vest	March 2026	In Process	
Identify new methods of outreach to underserved to better serve those in need of assistance and educate them on the value of Virginia Fresh Match and double benefits. Implement outreach campaign including incentives for participation.		Emily Powell Bianca Meeler Tamyra Vest	Ongoing		\$1,000
Interact with the Town of South Boston leadership and solicit their support in promoting downtown FM events (newsletters, website, social media).	Town Manager	Tamyra Vest	Ongoing	In Process	\$0
Continue to supply and promote the free Food Pantry located at the farmers market to support underserved and needy. Seek partners through market vendors, retailers, local businesses, organizations, and others to help keep pantry stocked.	Local Retailers Community Partners	Emily Powell Bianca Meeler	Ongoing	In Process	\$
Leverage the online website resource to provide materials, education, and other things for the underserved population to encourage children and new visitors to visit the market.		Emily Powell Bianca Meeler	Ongoing	In Process	\$