

Farmville Development Partnership
2008-2009 Board of Directors

Town of Farmville

Mayor Bobby Evans

Commissioner John Moore

Chamber of Commerce

Mike McLawhorn - Chairperson

Gayle Brock

Donna Kemp - Secretary/Treasurer

Downtown Partnership

Connie Castillo-Winkler - Vice-Chairperson

Tammy Matis

Trisha Capansky

2008 Chamber of Commerce Members

Academy of Aikido and Arnis
Alliance One International, Inc.
Aycock Family Eye Care
BB&T
Black Beard's Guns, LLC
Carolina Marble Products, Inc.
Carraway Office Solutions, Inc.
Charlotte Batton
Coastal Beverage Company
Davis Enterprises/F.M. Davis, Sr. Heirs
Dixon and Associates
East Coast Glass
ElectriCities of NC, Inc.
EMBARQ
Farmville Enterprise
Farmville Funeral Home
Farmville Internal Medicine, PA
Farrior & Sons, Inc.
Heritage Properties
Hunters Ridge Apartments
John Moore Productions
Lewis & Associates Attorneys-at-Law
Major Benjamin May Chapter DAR
McDavid Associates, Inc.
Mestek, Inc.
Mike's Fashion & Accessories
Owens & Nelson, PLLC
Piggly Wiggly of Farmville, Inc.
Pitt Community College
Pot of Gold Vendors, Inc.
Representative Edith Warren
Southern Bank & Trust
Subway
Tarheel Insurance Solutions of Farmville, Inc.
Time Warner Cable
United Way of Pitt County
WarePack Self Storage, LLC
Williams Jewelry Store
Windham's Distinctive Gifts

Action Staffing Group
American Auto Sales
Bank of America
Best Value Drug & Compounding Center
Brann & Sons Heating & AC, Inc.
Carolina Medical Products, Inc.
Charles A. Rice, CPA, PA
Cleaning Connection, Inc. of Farmville
Coastal Sales, Inc.
Design Specialties, Inc.
Drs. Warren & Hardee, PA
Edward Jones Investments
Electronic Services, Inc.
Farmville Community Arts Council, Inc.
Farmville Fire Department
Farmville Furniture Company
Farmville Pediatrics
Griffis Development, Inc.
Hobbs Insurance Agency
Jack A. Farrior, Inc. Steel Works
Kue's Pharmacy
Little Rocket, LLC
May Museum & Park
McDonald's #30836
Mid East Commission
Morgan Fertilizer Company
Piedmont Natural Gas Company
Pitt & Greene Electric Membership Corp.
Pizza Hut of Farmville
R.E. Davenport
Roebuck-Hackney Agency, Inc.
Southern States Feed Mill
Sunshine Wireless, Inc.
Taylor & Jones CPAs, P.A.
TradeWilco Hess
US Postal Service
Waste Industries, LLC
Willow Grove Animal Clinic
Woodside Antiques

2008 Downtown Partnership Contributors

Alliance One International, Inc.
BB&T
Carolina Marble Products
EMBARQ
Farmville Furniture Company
Griffis Development, Inc.
Jack A. Farrior, Inc. Steel Works
Kue's Pharmacy
Mestek, Inc.
Physicians East, P.A. Farmville
TradeWilco Hess
Williams Jewelry Store

Aycock Family Eye Care
Buzz Around
Davis Enterprises/F.M. Davis Heirs
Farmville Community Arts Council, Inc.
Farmville Internal Medicine, PA
Heritage Properties
John Moore Productions, Inc.
McDavid Associates, Inc.
Nellie Lang
Piggly Wiggly of Farmville, Inc.
WarePack Self Storage, LLC
Windham's Distinctive Gifts

**CHAMBER OF COMMERCE
& DOWNTOWN PARTNERSHIP**

ECONOMIC STRATEGIES - PROGRAM OF WORK

Visioning, Branding & Marketing - Website, NC Tourism, Advertising

Existing Business & Industry Support - Business-After-Hours, Ribbon Cuttings,
Merchants' Meetings

Educational Initiatives - FACTS Support, Lunch & Learn, PCC Scholarship

Promotions/Community Events - July 4th Celebration, Golf Tournament,
Hometown Halloween, Tree Lighting/
A Taste of Farmville, Christmas Parade,
COC/Downtown Partnership Annual Meeting

Governmental Affairs - Candidates' Rally

Downtown Revitalization/Façade Grants - St. Patrick's Day Auction

Residential Development - Partner with Economic Development Council,
Welcome Packets

FARMVILLE CHAMBER OF COMMERCE
AND
FARMVILLE DOWNTOWN PARTNERSHIP

2008 ANNUAL REPORT

VISIONING, BRANDING AND MARKETING

- Continued the use of the logo and tagline on all promotional materials.
- Monitored and updated the Farmville website which includes information about our quality of life.
- Updated Farmville's data in the Community Information section of the EMBARQ phone book. This statistical information is also used for such publications as the Daily Reflector's "Pitt County Living", and "Glimpse" which is produced by the Greenville-Pitt County Chamber of Commerce.
- North Carolina's Homegrown Handmade and tourism websites were monitored and updated as needed.
- Submitted pictures and information of current events for Public Information Channel 8.
- Collaborated with *The Farmville Enterprise* and Cox Publications to produce the third annual *Farmville Magazine*. Approximately 10,000 copies were distributed to the Town of Farmville offices, real estate agencies and medical offices in Greenville as well as NC Welcome Centers throughout the state to bring awareness of Farmville to potential visitors and new residents.
- Advertised in Pitt Community College's Career Focus magazine. Almost 64,000 were distributed to households in Pitt County by mail. The remaining 11,000 were distributed to Pitt County Memorial Hospital, medical offices, car dealerships, repair shops, hair salons, Pitt County high school seniors and PCC recruiting events.
- Showcased Farmville by collaborating with the Economic Development Council in the fall/winter issue of *Impressions Magazine*. Copies of the magazine were distributed in hotels and other businesses throughout eastern North Carolina.
- Promoted Farmville by providing many of the tours to the 587 guests of The May Museum in 2008. Those visiting the museum came from near and far, representing countries such as Germany, Mexico, England and Denmark. Tourists also came from Minnesota, Indiana, Florida, California, Nebraska, Michigan, New York, New Jersey, Texas, Maryland, Louisiana, Massachusetts, Ohio, Wisconsin, Arizona, and Virginia, in addition to sites throughout North Carolina. The FDP staff also assisted the Friends of the May Museum with clerical support for the Christmas Tea and Dinner on the Grounds.

EXISTING BUSINESS AND INDUSTRY SUPPORT

- Coordinated Business-After-Hours hosted by Passport Door & Dock Systems and Eubanks Mechanical, Inc. and by Tarheel Insurance Solutions in conjunction with a ribbon cutting for the new business.
- Hosted ribbon cuttings for The Academy of Aikido & Arnis, Hobbs Insurance Company, East Coast Glass, Subway, Mike's Beauty Supply and Fashion and Black Beard's Guns, LLC.
- Assisted the Economic Development Council by coordinating a reception for Jeanne Bonds, Assistant Town Manager and Economic Development Director.
- Promoted several of Farmville's civic organizations and businesses at our events by allowing each to receive proceeds from ticket and food sales.
- Assisted Town of Farmville by coordinating a reception for Donnie Greene as new Chief of Police.
- Co-hosted a Merchants' Meeting with the Town of Farmville to discuss streetscapes and downtown ordinances.

EDUCATIONAL INITIATIVES

- Produced programs and mailed invitations for FACTS (Farmville Area Coming Together for Schools) to promote the Walk of Knowledge Dedication. The Chamber was also a contact to purchase bricks used in the walkway connecting Farmville Middle and Farmville Central High Schools. In an effort to promote reading in the lower grades, "The Night Before Christmas" books were given to children who visited Santa during A Taste of Farmville. Grants through Time Warner and Sam's Club made this possible.
- Two \$500.00 scholarships were awarded to Farmville Central High School students choosing to attend Pitt Community College in the fall. Proceeds from the 2007 and 2008 St. Patrick's Day Auctions sponsored this initiative.

GOVERNMENT AFFAIRS

- With no local election, the Chamber did not sponsor a Candidate's Rally. The next election will be in 2009.

DOWNTOWN REVITALIZATION/FACADE GRANTS

- The 2008 St. Patrick's Day Auction grossed close to \$13,000 in revenue for the Downtown Partnership. Contributions from Woodside Antiques and Coastal Beverage helped make this a very successful fundraiser. The Community Park on Main Street was 'spruced up' with a portion of the proceeds with new shrubs, rock and bedding for the plants and a new bulletin board. Farmville Furniture offered to maintain the ornamental pots with seasonal plantings.
- The Farmville Fire Department and Dixon & Associates (Horton Building) were awarded facade grants in the amount of \$771.00 and \$1,500.00 respectfully, bringing the total to \$55,668.76 paid in grants since 1995.

RESIDENTIAL DEVELOPMENT

- Prospective residents were mailed relocation packets to locations in North Carolina, Virginia, Maryland, Rhode Island, Connecticut, Oregon and Canada. Approximately 100 packets were provided to new utility customers through the Town and to realtors with listings in the Farmville area.

PROMOTIONS/COMMUNITY EVENTS

- **Annual Meeting/Citizen of the Year:** Chamber and Downtown Partnership members attended their Annual Meeting held at the Colonial Inn after enjoying a social at the Whitley House sponsored by Bank of America, BB&T and Southern Bank. Outgoing Board members, Richard Harris and Linda Carol Burti were recognized and nominees Mike McLawhorn and Donna Kemp were voted to represent the 2008/2009 Chamber and Downtown Partnership. The FDP Board of Directors named Dixie Tugwell as 2007 Volunteer of the Year. The 2007 Chamber of Commerce Hall of Fame was awarded to Passport Door and Dock Systems. Dr. Bert Warren, Sr. was the recipient of the 2007 Citizen of the Year Award.
- **July 4th Celebration:** Sponsored by Mestek, Inc., this event was held at the Walter B. Jones Town Common. Tar River Community Band and John Moore provided the entertainment prior to the spectacular display of fireworks sponsored by Alliance One International, Inc. FDP staff and volunteers served cake and watermelon thanks to Food Lion and Piggy Wiggly. Trinkets were sold to kids of all ages, while the American Legion Post 151 sold hotdogs and drinks. This year's event was held in conjunction with the groundbreaking ceremony for the Farmville Veteran's Monument.
- **The FDP Annual Golf Tournament:** Twenty teams teed off for the Chamber's Annual Golf Tournament at Farmville Golf & Country Club, after the American Legion served lunch to the hungry golfers and volunteers. Sponsors and contributors for the event were: Alliance One International, Mestek, Inc., Piggy Wiggly of Farmville, Physicians East and Coastal Beverage; with Nancy Oakley, Time Warner Cable, Hobbs Insurance and Heritage Properties donating items for goody bags. Team sponsors and many volunteers made this a successful fundraiser netting just over \$7,100 for the Chamber.
- **Hometown Halloween:** Sponsored by EMBARQ and the Downtown Partnership, this event drew hundreds of ghouls and goblins to our new location at the ball field on West Horne Avenue. Volunteers manned games and handed out candy, along with the Farmville Police Department's 'Sweet Cops'. Other volunteers coordinated the costume contest, awarding prizes to winners in five categories. This year the youngsters were also entertained by inflatable rides through Abram's Amusements, while adults enjoyed the fact that Santapolo's Sausages was on hand to serve supper!
- **Christmas Tree Lighting/A Taste of Farmville:** Grants from Time-Warner Cable and Sam's Club made these events possible. Best Value Drug made sure there was plenty of hot chocolate and cookies for the carolers and "The Night Before Christmas" was read at the gazebo by Carol Lundegard of the Farmville Library. Farmville Community Arts Council volunteers took pictures of those sitting on Santa's knee. Santa also answered approximately 50 letters from our office this year. Nineteen businesses participated in A Taste of Farmville by providing food and drink to celebrate the season with friends and customers. Fourteen groups of entertainers were coordinated, plus a carriage ride for downtown. Wristbands were sold by Boy Scout Troop 25 and the Farmville Soup Kitchen as a fundraiser. Each group was awarded \$827.50.
- **Christmas Parade:** With eighty seven entries, including four bands, eight professional floats and five Sudan Shrine Units, the 2008 parade was a success. Highlights this year were performances from the girls at Dance Unlimited and the huge motorized grocery cart from the NC Department of Agriculture. The Marine League collected toys from parade attendees and contributing businesses for the 2008 Toys for Tots collection campaign.
- **The Farmville Development Partnership would not be able to host these events without the dedication of our financial sponsors and the many volunteers who support our efforts. In 2008 the FDP honored those volunteering for the past several years with a cook-out at the May Museum.**