



Many things are happening in downtown Farmville and we want everyone to be aware, so here goes!

1. Farmville Downtown Partnership has a **Facebook page (Downtown Farmville Merchant Group)** just for retailers to discuss events, concerns and ideas that relate to specific retail issues. **Please join** us so that you are in the loop. (This is not a place to advertise, it is a place to share pertinent information.)
2. **Rock the Block 2023** is happening on Saturday, August 26 from 6-10PM. The 100 block of Main Street, along with High Street, and some of 4th Street will be closed. The event includes: music on Crute stage, a beer garden, food trucks, pop-up shops and community oriented information booths. This event is free and open to the public. It is organized by Farmville Downtown Partnership and is co-hosted by The Yeatman Group of Long & Foster Real Estate.

Ways you can participate:

- We hope you will consider being open that evening or reserving a space to put a pop-up shop in the 100 block. There is no charge, just let us know you want space by July 31.
 - We are making 100 "swag bags" that will have the event logo on one side. Some bags will go to our lead sponsors, the balance will be sold by Farmville Downtown Partnership as a fundraiser. Downtown retailers are invited to put a coupon and/or small branded product in the bag to promote your store. Again, no charge to participate, but we need your commitment ASAP – July 25 at the latest, and we will need your insert and any product by August 8. The "swag bag" sponsor is Southern and Wild.
 - There are several sponsorship opportunities available. You can visit www.farmville-downtown.com to see the brochure on ways to support the event.
3. Virginia Main Street Program asks us to track changes in downtown. They now want this in a monthly format, which has been difficult to secure as you all are busy. Attached please find the form we use. If you haven't filled one out this year, and have changes in your business, please fill it out now for January 1 – June 30 and we will submit the collective information. Thank you!

Questions, ideas, need your VMS survey form picked up, want to get involved? Contact Nancy Alexander at manager@farmvilledowntown.com or call 434.392.3060. Thank you!