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FARMVILLE DOWNTOWN PARTNERSHIP

2025 WORK PLAN

Approved: December 19, 2024

INTRODUCTION

The 2025 Work Plan is designed as a living document to guide The Farmville Downtown Partnership throughout the year. Each committee's projects are summarized on an introductory page, and then each project has a planning page outlining specific details.

Our Organization, The Farmville Downtown Partnership, was established in 2011 as a non-profit 501(c)(3) corporation. We have been affiliated with the Virginia Main Street Program, a division of the Virginia Department of Housing and Community Development and the National Main Street Center, a program of the National Trust for Historic

Preservation since our inception. Our organization follows the format and recommendations of these organizations and is proud of our Main Street designation.

The Mission of the Farmville Downtown Partnership is to connect residents, merchants, property owners, visitors, and students in order to preserve and enhance the downtown's role

as the hub of our unique historic community and continue to invigorate Farmville as a fun and profitable place to live, learn, conduct business, invest and visit.

Our Vision is for an attractive, fun, connected, and successful downtown district with historic character and cultural appeal that is welcoming to all.

TRANSFORMATIONAL STRATEGIES

The Board of Directors of the Farmville Downtown Partnership has focused the long-term plan for the downtown Main Street District on two overriding goals, or Transformational Strategies, which will guide decisions over the next three to five years.

As the organization moves into 2025, the goal is now focused on solidifying the programs and projects that were established in 2024, and proactively connecting our successes with the Transformational Strategies to ensure that our efforts are generating long-term change in downtown Farmville. Projects are linked to Transformational Strategies using TS1 or TS2 notations.

Transformational Strategy #1 (TS1) – College Town Connections

Farmville is home to Longwood University and Hampden-Sydney College. With Longwood

University located within a minute's walk from the core of downtown, and Hampden-Sydney College a fifteen-minute drive away, the Farmville Downtown Partnership would like to focus on developing the connection between the business district and these anchoring educational institutions.

The benefits of enhancing the town/university/college relationship are: 1) we will build on existing economic anchors, 2) we do not require significant physical changes to our landscape to accomplish this strategy, and 3) we connect many facets of the community together in our culturally diverse and architecturally rich downtown environment.

Transformational Strategy #2 (TS2) – Destination Downtown Farmville

As a regional hub in Southside Virginia, Farmville has many existing assets that create a unique and vibrant downtown community. Dining and entertainment abound, with several excellent restaurants and evening music venues. The home furnishings trade in Farmville draws national attention and establishes Farmville as a destination shopping center. A broad spectrum of retail shops and services provide depth and variety to both out-of-town and local shoppers. The High Bridge Trail, the Farmville Blueway, and other regional outdoor activities attract

outdoors enthusiasts. The potential inscription of the Moton Museum on the List of World Heritage would make Farmville an international destination.

These multi-faceted assets combine to make Farmville a destination community. By focusing on the combination of these activities, “Destination Downtown Farmville” is the perfect opportunity to blend and leverage community assets for residents and visitors both – great restaurants, good music, outdoor recreation, and a diverse retail mix!

Summary

These two transformational strategies encompass a wide scope of work. While the focus of each strategy will be slightly different, the goals to achieve both will blend well together and will serve to create a dynamic downtown Farmville that will serve multiple segments of our community for many years to come.

ORGANIZATION COMMITTEE

The Organization Committee focuses on development of the Farmville Downtown Partnership into a sustainable, stable, inclusive, well-supported, non-profit organization dedicated to implementing the Board’s vision and mission.

Overview

Streamline Accounting & Finances: The Organization Committee would like to meet with the accountant and new treasurer to investigate the current accounting and finance processes to further streamline them.

Increase Town and County Appropriations to \$65,000 and \$10,000, respectively:

In recent years, appropriations from the Town of Farmville have been \$60,000 and appropriations from Prince Edward County have been \$8,000. The committee would like to raise these funds to \$65,000 and \$10,000.

Re-design and Conduct a Successful Fundraising Campaign: An informal Fundraising Sub-committee will be created to support the fundraising campaign in 2025. The focus is on asking for small contributions from a wide number of community members and potentially implement a monthly automatic donation program. The sub-committee structure was successful in the past, and the Organization Committee will strengthen and formalize this structure for the 2025 Fundraising campaign.

Board Training Sessions with Center for Non-profit Excellence: Two virtual sessions and one in-person retreat, all with the full Board, have offered valuable insight in how to structure and manage the organization for the successful co-creative dynamic between the Board and the Executive Director in the past. The Organization Committee would like to continue this conversation and continue to build a strong organization based on solid management practices.

Develop Comprehensive Marketing Plan: As discussed in the planning retreat, a comprehensive marketing plan is necessary for further development of the Farmville Downtown Partnership. We would like to explore opportunities and budgets to expand upon marketing initiatives.

Explore Additional Employee: The Organization Committee would like to explore the potential of adding an employee, specifically around grant writing.

STREAMLINE ACCOUNTING & FINANCES

Objective: Create 2025 budget and then pursue a more streamlined way to manage accounting processes.

Expected Outcome: The 2025 budget will be built out of the 2024 budget, which formed a baseline for the organization. Once this is done, we can meet with the new Treasurer and current Accountant to see if there are any options for a streamlined accounting process and/or training in utilizing Quickbooks. This should result in less time needed from the ED to coordinate finances and a better understanding of the procedures.

Lead Committee Member: Treasurer, TBD

Specific Tasks:

- Meet with Accountant and Treasurer

Start Date January 2025

End Date: December 2025

Rough Budget: \$500

Partner(s)/Resources Needed: Executive Director, Accountant

INCREASE TOWN & COUNTY APPROPRIATIONS

Objective: Secure additional funding from the Town of Farmville and Prince Edward County.

Expected Outcome: The outcome, if obtained, should allow the Farmville Downtown Partnership to pursue more initiatives in the name of the mission statement and transformational strategies and address higher costs of doing business resulting from inflation.

Lead Committee Member: President, Jake Romaine

Specific Tasks:

- Meet with Town of Farmville and Prince Edward County

Start Date January 2025

End Date: May 2025

Rough Budget: None

Partner(s)/Resources Needed: Executive Director, Town of Farmville, Prince Edward County

RE-DESIGN & CONDUCT SUCCESSFUL FUNDRAISING CAMPAIGN

Objective: Create new fundraising efforts with guidance from the Fundraising Sub-committee.

Expected Outcome: The 2025 fundraising campaign will be more streamlined and easier to tackle by Board Members, Committee Members, and community members. This will allow for a bigger fundraising goal and a strengthened and more formal structure.

Lead Committee Member: Treasurer, TBD

Specific Tasks:

- Meet with Treasurer
- Meet to discuss possible automatic monthly donations

Start Date January 2025

End Date: March 2025

Rough Budget: \$900 (printing)

Partner(s)/Resources Needed: Executive Director, Benchmark Community Bank

BOARD TRAINING SESSIONS WITH CENTER FOR NON-PROFIT EXCELLENCE

Objective: Host two virtual sessions and one in-person retreat, all with the full Board.

Expected Outcome: We would like to continue this conversation and continue to build a strong organization based on solid management practices.

Lead Committee Member: Vice President, TBD

Specific Tasks:

- Meet with Center for Non-Profit Excellence to gauge offerings and schedule dates
- Keep Board informed on trainings and encourage participation

Start Date January 2025

End Date: December 2025

Rough Budget: None

Partner(s)/Resources Needed: Executive Director, Center for Non-Profit Excellence

DEVELOP COMPREHENSIVE MARKETING PLAN

Objective: Expand our branding and marketing initiatives, diving deeper into social media, print and radio. Create a Marketing sub-committee.

Expected Outcome: The Organization Committee aims for a more solid brand reputation among the members of the community, ending in a better understanding of what we do and how we do it.

Lead Committee Member: Secretary, Sundari Morgan

Specific Tasks:

- Create Marketing Sub-Committee
- Recruit members for the sub-committee, appoint positions
- Create budget for marketing initiatives

Start Date January 2025

End Date: March 2025

Rough Budget: \$3,000

Partner(s)/Resources Needed: Executive Director

EXPLORE ADDITIONAL EMPLOYEE

Objective: Hire an additional employee, specifically for grant writing.

Expected Outcome: Having an additional employee to focus on grant writing will provide more financial opportunities to the organization and district.

Lead Committee Member: Jake Romaine, President

Specific Tasks:

- Meet with Town and County to discuss salary funding options
- Determine opportunities for a creative compensation method and hiring

Start Date January 2025

End Date: July 2025

Rough Budget: None

Partner(s)/Resources Needed: Executive Director, Town of Farmville, Prince Edward County, Virginia Main Street

PROMOTIONS COMMITTEE

The goal of the Promotions Committee is to generate awareness, activity, and support for the downtown district and for the Farmville Downtown Partnership. The Promotions Committee focuses on positioning downtown Farmville as the social and economic hub of our town, thereby showcasing Farmville's unique character.

Overview

Farmville Art Walk (TS2): This event will be primarily organized by Central Virginia Arts but will be supported by the Promotions Committee. It will focus on fine art being featured by various artists along the High Bridge Trail from Main Street to the Train Station. Downtown stores will be encouraged to have in-store or sidewalk art related shows as well. The event is designed to encourage people to walk through out the downtown community.

First Fridays (TS2): This event will be on the first Friday evening of each month, May-September where Farmville enjoys music, food and beer trucks, and a night out. This event will become a monthly fundraiser, as well as a flagship event for the community.

Welcome Back Week (TS1): To celebrate the return of the two colleges in Farmville, we hosted Welcome Back Week in 2023 as a trial-run. The event was amazing and included the following: most all of storefronts in the district (and some outside of the district) decorated with Longwood University and Hampden-Sydney College décor, held sales and specials for students, and created a welcoming environment for them to return in August.

Duck Derby (TS1 & TS2): After the launch of FDP's involvement in this event in September 2024, the Committee has a powerful sense of how to improve and build on past experience. This event will become an annual fundraiser, as well as a flagship event for the community. It is an event held by Piedmont Senior Resources, but now has FDP as a partner in the event for promotional and fundraising purposes for both entities.

Rock the Block (TS1 & TS2): After the launch of this event in August 2023, the Committee has a powerful sense of how to improve and build on past experiences. This event will become an annual fundraiser, as well as a flagship event for the community and Longwood University. The event will be held each October.

Halloween Costume Contest (TS2): The Promotions Committee will hold a costume contest as part of the Farmville Recreation Department's Halloween Parade. Awards are given to first prize winners in the areas of: Child (under age 18), Adult (over age 18) and Family/Group.

Holidays on Main (TS 1& TS2): Originally designed as an annual program of retail events centered around multiple holidays, this term has come to represent several holiday activities centered around November and December. Ideas for holiday bazaars, pictures with Santa, carolers strolling the streets, holiday raffles and open houses will be structured based on the trial-and-error experience of the prior years.

FARMVILLE ART WALK

Objective: This is a spring event to encourage local and regional fine artists to share their work. Primarily hosted by the Central Virginia Arts, Farmville Downtown Partnership will assist in grant writing to support the event and will promote through our social media avenues. We will also encourage downtown retailers to participate by hosting art displays in their stores and holding sidewalk events.

Expected Outcome: Awareness and support for local and regional artists, promotion of downtown retailers, and a general awareness of the value of a healthy, active downtown.

Lead Committee Member: Angela Clements, Livia Barros-Gonzalez

Specific Tasks:

- Executive Director attends CVA Art Walk Committee Meetings
- Prepare Centra grant if requested
- Promote event to downtown retailers
- Utilize MailChimp newsletter and social media platforms to promote the event

Start Date: January 2025

End Date: April 2025

Rough Budget: None

Partner(s)/Resources Needed: Central Virginia Arts, Town of Farmville, High Bridge Trail State Park

FIRST FRIDAYS

Objective: This is a summer series event to bring the community together through a night of live music/DJs, food trucks, beer trucks, local vendors, and fellowship. This will serve as a fundraiser for FDP.

Expected Outcome: The committee hopes to boost awareness of the FDP brand while bringing the community together for a fun evening out once per month on the first Friday.

Lead Committee Member: Kaylee Newcomb

Specific Tasks:

- Meet with Town of Farmville to schedule and get approval
- Appoint a group of committee members to focus solely on this initiative
- Meet with local businesses to secure sponsorships
- Meet with bands/DJs to secure entertainment for all five events
- Meet with local food trucks and beer trucks to secure food and drink options for all five events
- Market events beginning in March

Start Date: March 2025

End Date: September 2025

Rough Budget: \$500

Partner(s)/Resources Needed: Executive Director, Town of Farmville, Local Businesses

WELCOME BACK WEEK

Objective: Welcome the new and returning college students back to Farmville.

Expected Outcome: Create a more inviting and inclusive feel downtown for students who may not necessarily already feel like a part of the downtown community.

Lead Committee Member: Sundari Morgan, Jenn Cox, Sandy Cooke

Specific Tasks:

- Meet with Longwood and Hampden-Sydney to acquire flags to put up downtown and determine whether FDP can provide any budget for flags to be created and ordered
- Meet with Town Manager to secure date for flags to be put up around the district by Town of Farmville employees
- Inform all downtown businesses of Welcome Back Week date, resources for décor, and support
- Put together prize for best storefront to encourage merchants to participate in window decorating contest. Last year was \$200 off radio advertising, this year could be the same and/or additional advertising for any storefront that is not already included in the ongoing advertising contract with WVHL, Kickin' Country.

Start Date: December 2024

End Date: August 2025

Rough Budget: \$200

Partner(s)/Resources Needed: Longwood University, Hampden-Sydney College, Executive Director

DUCK DERBY

Objective: Engage the community in a fun evening out as a fundraiser for both FDP and another local nonprofit organization, Piedmont Area Senior Resources.

Expected Outcome: This event creates a reason for community members to engage with one another and support another nonprofit in the area. It could be held in conjunction with First Fridays, making things a bit more streamlined for both organizations. It will include music entertainment, food trucks, beer trucks, and more.

Lead Committee Member: Angela Clements, Kaylee Newcomb

Specific Tasks:

- Meet with Piedmont Senior Resources to secure a date for 2024
- Meet with Town of Farmville to secure Riverside Park area for the event
- Determine how the two events (First Fridays and Duck Derby) can merge as one for the evening

Start Date: June 2025

End Date: September 2025

Rough Budget: \$500

Partner(s)/Resources Needed: Piedmont Senior Resources, Local Businesses

ROCK THE BLOCK

Objective: Bring a wide variety of community leaders, residents, and students together to enjoy an evening of music, shopping, and fun in downtown Farmville. This is a fundraising event for Farmville Downtown Partnership, but it is also an opportunity to welcome students from Longwood University and Hampden-Sydney College back to Farmville, and to engage the local and regional community in a casual evening highlighting what downtown has to offer.

Expected Outcome: Awareness and support for Farmville Downtown Partnership and our Mission, as well as a general awareness of the value of a healthy, active downtown.

Lead Committee Member: Jake Romaine, Angie Clements, Jenn Cox, and Sandy Cooke

Specific Tasks:

- Determine target number of guests
- Consult the Community Calendar and finalize a date
- Secure one block of Main Street and Crute Stage
- Create graphics/ads for promotions
- Utilize MailChimp newsletter and social media to promote the event
- Secure food, entertainment, decorations and rentals, fundraising

Start Date: January 2025

End Date: October 2025

Rough Budget: Fundraiser (+\$12,000)

Partner(s)/Resources Needed: Town of Farmville, Longwood University,
Hampden-Sydney College

HALLOWEEN COSTUME CONTEST

Objective: Unite the community in a fun, free event.

Expected Outcome: Create awareness of Farmville Downtown Partnership among community residents.

Lead Committee Member: Angela Clements

Specific Tasks:

- Coordinate planning with Farmville Recreation Department
- Determine costume categories for 2024
- Secure prizes for each category
- Promote event through social and local media
- Secure judges
- Map out format for event based on lessons learned in 2024

Start Date: August 2024

End Date: October 2024

Rough Budget: \$300

Partner(s)/Resources Needed: Town of Farmville Recreation Department

HOLIDAYS ON MAIN

Objective: Encourage shoppers to visit downtown retailers through the Holiday Season, starting in early November and running through the end of December.

Expected Outcome: Awareness and support for downtown retailers through the biggest sales season of the year.

Lead Committee Member: Angela Clements, Sundari Morgan

Specific Tasks:

- Create and distribute seasonal poster listing downtown events
- Develop events to add value to weekend sales
- Holiday Open House in November 2025
- Black Friday & Small Business Saturday
- Holiday Tree Lighting Raffle Basket Giveaway
 - Secure giveaways from local businesses
- Holiday Market to compliment Farmer's Market Holiday Bazaar

Start Date:	October 2025
End Date:	December 2025
Rough Budget:	Fundraiser (+\$3,000)
Partner(s)/Resources Needed:	Town of Farmville, Local Businesses

ECONOMIC VITALITY COMMITTEE

The goal of the Economic Vitality Committee is to guide and facilitate the retention and further development of a strong, economically sound downtown Farmville. This

Committee focuses on building a solid entrepreneurial ecosystem through the development of financial tools, creating a supportive environment for new businesses, and serving as a catalyst for property development.

Overview

Building/Property Inventory: As the Boundary Application is developed by the Organization Committee, an added benefit will be that the building/property inventory will

be updated. The Economic Vitality Committee will use this information to update the Air Table Data base and ensure that this information is available through the website for potential developers to easily access.

Business Education Workshops: The Economic Vitality Committee organized two educational workshops in 2023. This program will be continued in 2024. Topics for the 2024 Workshops will focus on business management, employee management, and fiscal responsibility for small businesses.

Support Non-Main Street Businesses (TS2): To date, the primary focus of the Farmville Downtown Partnership has been on Main Street retail businesses. There have been multiple requests to provide services and support beyond this focus area. The Committee is intent on finding ways to encourage pedestrian movement throughout the district and provide services to all businesses within the district.

Downtown Residential Parking Initiative: The Committee hopes to take this project on along with the Town of Farmville's assistance to assess and improve parking downtown.

Signage Ordinance Review: This is another project the Economic Vitality Committee is hoping to address alongside the Town of Farmville to review and make amendments and/or reduce current signage ordinances for downtown businesses.

BUILDING/PROPERTY INVENTORY

Objective: Develop/build a detailed property and building inventory based on the new boundary recommendations that will be established by the boundary revision application. The inventory already partially exists in an Air Table database but needs to be amended to meet the new boundaries.

Expected Outcome: Provide current information to anyone interested in investing in downtown Farmville.

Lead Committee Member: TBD

Specific Tasks:

- Secure updated information created by consultant/intern doing the boundary adjustment application
- Confirm correctness of information as much as possible
- Populate Air Table with latest information.

Start Date: January 2025

End Date: April 2025

Rough Budget: None

Partner(s)/Resources Needed: Organization Committee

BUSINESS EDUCATION WORKSHOPS

Objective: Provide continuing education opportunities to retailers and small business owners about topics they recommend.

Expected Outcome: Support small businesses by providing educational opportunities that provide innovative information on ways to strengthen business practices, so that we have a versatile, dynamic, and thriving retail community.

Lead Committee Member: TBD

Specific Tasks:

- Ask retailers what problem areas of running their business they would like assistance with
- Create a list of the top five concerns, picking the top two to start building sixty-minute workshops
- Seek partnerships to create workshops
- Schedule workshops and promote to retailers
- Hold two workshops in 2025

Start Date: April 2025

End Date: October 2025

Rough Budget: \$400

Partner(s)/Resources Needed: Longwood SBDC, Virginia Main Street Program, Longwood University, local entrepreneurs with experience in areas identified, and other Farmville Downtown Partnership Committees with expertise in chosen areas

SUPPORT NON-MAIN STREET BUSINESSES

Objective: Improve relationships and pedestrian movement to non-Main Street businesses. The primary focus of Farmville Downtown Partnership has always been on Main Street retail. The Economic Vitality Committee would like to find ways to support all businesses in the district.

Expected Outcome: New partnerships with all businesses within the Main Street district, which will enhance the entire area.

Lead Committee Member: TBD

Specific Tasks:

- Inventory all non-Main Street businesses
- Survey non-Main Street businesses to see what services we could offer them
- Consider ways to promote pedestrian movement to non-Main Street locations
- Create a business sub-committee like the retail sub-committee to focus on non-retail business concerns

Start Date: February 2025

End Date: Ongoing

Rough Budget: None

Partner(s)/Resources Needed: Non-Main Street Business Owners

DOWNTOWN RESIDENTIAL PARKING INITIATIVE

Objective: The objective is to create a more positive parking experience for the residents of the downtown district.

Expected Outcome: The intended outcome is a better parking scenario for those residing downtown.

Lead Committee Member: President, Jake Romaine

Specific Tasks:

- Meet with Town of Farmville to discuss options
- Pursue any grant awards that may be applicable to the project

Start Date: January 2025

End Date: December 2025

Rough Budget: None

Partner(s)/Resources Needed: Town of Farmville, Prince Edward County

SIGNAGE ORDINANCE REVIEW

Objective: To create a more business-friendly, streamlined process for downtown business owners to provide appropriate signage for their businesses.

Expected Outcome: The expected outcome is for businesses to be able to better advertise for locals and visitors downtown by streamlining and simplifying processes and allowing better signage.

Lead Committee Member: President, Jake Romaine

Specific Tasks:

- Meet with Town of Farmville to discuss options/restrictions

Start Date: January 2025

End Date: December 2025

Rough Budget: None

Partner(s)/Resources Needed: Town of Farmville, Prince Edward County

DESIGN COMMITTEE

The goal of the Design Committee is to support the community's transformation by enhancing the physical and visual assets that set the district apart and to support the ongoing development of downtown Farmville by finding ways to enhance the built environment and preserve the architectural integrity of historic downtown Farmville.

Overview

Façade Improvement Grant 2.0 (TS2): The Design Committee was awarded a \$50,000 Downtown Investment Grant to create a Façade Improvement Grant Program in 2024. The further utilization of this grant program will be the major focus of this committee in 2025.

Plaza Redevelopment Project (TS2): Frazier Associates completed concept plans for the High Bridge Plaza in 2023. The Design Committee wants to meet with town officials to discuss the plans, and then search for grant funding to implement the projects. It is projected that the plan will be divided into smaller, doable projects and implemented by securing targeted grant funds for specific projects.

Downtown Design Assessments: The Design Committee will plan a group walk through the district to consider various design aspects of the streetscape, including building conditions and needed repairs, sidewalk conditions, the location of amenities such as benches and trash cans, and the condition of street trees.

Promote Seasonal Décor (TS2): The Design Committee will encourage downtown businesses to decorate using seasonal themes, including sidewalk planters during the growing season, fall/Halloween decorations, and festive holiday decorations such as wreaths, lights, and garlands.

Support Public Art (TS2): The Design Committee will research mural programs and look toward bringing murals back to downtown Farmville. At the same time, some existing murals are in poor condition and the Committee would like to evaluate them and make recommendations for their repair or removal.

Wayfinding Signs: Alongside the Town of Farmville and Prince Edward County, trailblazer signs were put in place around the downtown district in previous years and wayfinding efforts. The committee hopes to build on this effort by adding the types of parking available to each sign in the town (free, metered, etc.).

Kiosk Update: With the help of the Town of Farmville and Joe Giles Signs Inc., the committee would like to update the two kiosks located downtown (4th and Main; High Bridge Caboose Plaza).

Keep Farmville Beautiful: The committee would like to explore the addition of trash cans throughout the district, new bistro tables in the plaza, and implement an anti-litter campaign.

FACADE IMPROVEMENT GRANT 2.0

Objective: Implement a Facade Improvement Program to create visible change within the Main Street District. Improvements will be made in accordance with basic historic preservation principles and will highlight the architecture of the streetscape.

Expected Outcome: The project will fund up to five \$10,000 grants, which will be matched by the grantee 2:1, generating up to an additional \$25,000 investment in physical improvements.

Lead Committee Member: Jim Johnson

Specific Tasks:

- Confirm Timeline with Design Committee
- Prepare Press Release Announcement to open application process
- Close Application Process and set up time for Design Committee to review applications, choose recipients, and notify them
- Monitor construction projects
- Manage reimbursements
- Promote individual projects and building history through local media partners

Start Date: January 2025

End Date: September 2025

Rough Budget: \$25,000 VMS grant award matched with FDP's \$12,500 (\$8,000 cash and \$4,500 in-kind)

Partner(s)/Resources Needed: Virginia Main Street Program, Executive Director

PLAZA REDEVELOPMENT PROJECT

Objective: Redevelop the High Bridge Plaza as an outdoor location for dedicated events that encourage the community to spend time downtown.

Expected Outcome: The creation of a usable outdoor urban area that features a train themed playground, a music and/or pop-up market space, and an interactive mural.

Lead Committee Member: Jim Johnson, Livia Barros

Specific Tasks:

- Present concept design to Town Manager for support and approval to proceed
- Divide project into manageable elements.
- Research funding programs – grants, private investments, etc. Apply for funding

Start Date: February 2025

End Date: Ongoing

Rough Budget: TBD

Partner(s)/Resources Needed: Town of Farmville, High Bridge Trail State Park

DOWNTOWN DESIGN ASSESSMENTS

Objective: Identify negative impressions created in the downtown district and determine ways to cooperatively change those impressions. This will begin with a Design Committee walking meeting to review the entire district in the spring, with a follow-up walk in the fall.

Expected Outcome: A visibly more attractive downtown Farmville.

Lead Committee Member: Jim Johnson, Emily Grabiec

Specific Tasks:

- Create an assessment work sheet and schedule a committee meeting to walk the district
- Based on findings noted, determine a priority list of projects and a strategy to accomplish the top two to three (or more if viable)
- Schedule a Fall Walk-about to reassess and identify the next projects to target
- Consult the Farmville downtown businesses with ideas for increased physical and visual improvements.

Start Date: March 2025

End Date:	Ongoing
Rough Budget:	\$2,000
Partner(s)/Resources Needed:	Downtown Stakeholders, Town of Farmville

PROMOTE SEASONAL DÉCOR

Objective: Seasonal decorative touches add character and a sense of pride to any area. Creating an environment where stakeholders will participate in seasonal displays will benefit the overall appearance of the district.

Expected Outcome: A visibly more attractive downtown Farmville.

Lead Committee Member: Jim Johnson, Julie Flores

Specific Tasks:

- Create a flyer prior to each season and deliver them to all locations in the district, encouraging participation
- Consider positive ways to support business owners to be more invested in the street level appearance of their stores

Start Date:	March 2025
End Date:	Ongoing
Budget:	\$500
Partner(s)/Resources Needed:	Downtown Stakeholders, Town of Farmville

SUPPORT PUBLIC ART

Objective: Maintain existing public art in good condition and add a public art/mural program to enhance the district

Expected Outcome: Promote public art in the district.

Lead Committee Member: Audrey Sullivan, Livia Barros

Specific Tasks:

- Identify and address murals that need repair or to be painted over
- Consider new mural opportunities and seek funding programs to support concept

Start Date: March 2025

End Date: Ongoing

Budget: \$1,500

Partner(s)/Resources Needed: Mural Artists

APPENDIX

Staff General Responsibilities

While work items of the Executive Director will vary based on the projects and plans in process, there are a number of standard activities that are required each month. This is a general listing of those items.

Monthly Activities

- Send out meeting reminders for all meetings
- Attend all committee meetings. At the end of each meeting, prior to adjournment, review a list of action items with responsible parties to clarify commitments and expectations
- Attend Monthly Board Meeting
- Attend Monthly Meetings of Town Council and Board of Supervisors as needed
- Implement activities determined by committees and Board assigned to staff
- Manage financials: pay bills, balance accounts, provide report to Treasurer
- Post at least three times a week on Facebook and Instagram
- Collect data for VMS Monthly Report of investment and employment changes in district
- Coordinate Executive Committee/Committee Chair Planning Meetings

- Coordinate with Treasurer/CPA to provide Financial Reports and prepare and file the Tax Return
-
- Financial Activities including reconciling statements and processing payroll tax reports

Standard Annual Activities

- Work with Board to create agenda for annual Board Retreat and organize the event (September)
- Work with Board and Committees to create annual Work Plan based on results of the Board Retreat (December)

Prepare data for the Virginia Main Street program request for “Data Bonanza” (December)