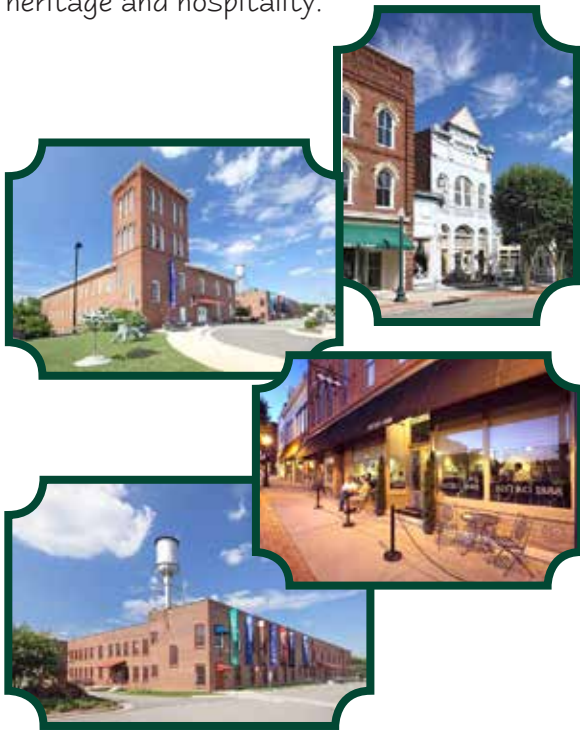


## Destination Downtown South Boston Mission Statement

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 2019

**Creating a strong downtown**



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## 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 - Brandee Lloyd  
Halifax County Chamber of Commerce  
Secretary - Mallory Lawter  
World of Sports  
Treasurer - Les Powell, III  
Powell Funeral Home

### BOARD:

Frank Fincher ~ Fincher's, Inc.  
Bob Hughes ~ South Boston Town Council  
Clint Johnson  
Wayne Fuller ~ W.A. Fuller Menswear  
Lin Hite ~ Longwood  
Small Business Development Center  
Jermaine Gooden ~ Southern Virginia  
Higher Education Center  
Monica Mears ~ Commonwealth Home Health  
Brad Palmer ~ Palmer Properties of Virginia, LLC  
Meagan Owen ~ Southern Virginia  
Higher Education Center

### EX-OFFICIO

Tom Raab ~ Town Manager

### EXECUTIVE DIRECTOR:

Tamyra Vest



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



## Partnership Information

Here are a few of the accomplishments, milestones, achievements, and downtown happenings in the past calendar year 2018 –

A major streetscape project of **replacement of** a portion of the **Bradford Pears** started in 2018. Partnering with the Town of South Boston Public Works Department and the South Boston Rotary Club, 19 new Regal Prince Oaks were planted.

**New trashcans** were purchased with the South Boston logo embedded in them to match the benches.

Received a **\$15,000 Downtown Improvement Grant** for the South Boston Keep Entrepreneurs Program, an initiative to educate, inspire, retain, and assist entrepreneurs.

Received a **\$6,000 Networking Grant** to address training and resource needs of small business by expanding a Mentor Network of individuals who will share their knowledge and expertise.

A **Hospitality Workshop** was held in July with Vincent Magnini on Delivering Memorable Experiences Downtown.

Hosted a Virginia Main Street **Regional Rev-Up** in April with Matt Wagner on Opportunity Analysis and Walking Tour: Economic Vitality.

Applied for a **\$25,000 Feasibility Study** for **210 Factory Street**.

Continued planning for the renovation of the **John Randolph Hotel**. Received a completed **Feasibility Study** for **323 Main Street**, the building located next to the John Randolph Hotel. Continued to work on **John Randolph Area Redesign**.

Held a **Business After Hours /Downtown Mixer** for networking.

Assisted the **South Boston Farmers Market**.



We love opening great new businesses in Downtown South Boston!

Partnering with the Halifax County Department of Tourism, the 1st **SoBo Brew Fest** was held in May. Partnering with the Town of South Boston and the County of Halifax, a **4th of July Parade, Celebration and Fireworks** was held on the 4th of July. Partnering with several area car clubs, a successful **Downtown South Boston Cruz-In** was held in October. **Downtown SoBo Trail of Treats** was held on Saturday, October 27.



Pumpkin Painting fun at the South Boston Harvest Festival!

Other promotions held in 2018 include a **Movies on Main** held in May. The 27th Annual **Harvest Festival** was held in September and a **Veterans Day Parade** in November. Partnered with the Halifax County Chamber of Commerce and the Town of Halifax on **Small Business Saturday**. The 32nd Annual **Christmas Open House** was held in November, and A Charlie Brown Christmas was the theme for the **South Boston Christmas Parade** in December.

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.