

MONTHLY STAFF REPORT

DATE:	February 1, 2010
TO:	Rocky Mount Town Council
FROM:	Janie Hopkins, Executive Director
DEPARTMENT:	Community & Hospitality Center Report/ FC Chamber of Commerce
MONTH:	January 2010

Visitors 1/1/10- 1/31/10

Residents of Franklin County	4
Residents of Virginia	7
Out- of- State	1
International	2
Total	14

Analysis of Out-of-State & International Visitors

Vermont	3
Australia	2

Visitor Information

Passing through	4
Visiting	5
Other:	
Business	1
Information	2
Relocation Information	2
Buy Maps	2

The Welcome Center visitors log showed 14 visitors during January. We had a couple visiting from Australia (the gentleman had grown up in Franklin County and returned with his wife for a visit after 30 years). Visitation has been very slow with the winter weather and few events happening in area.

Analysis of Rental Space

The month of January had a total of 8 rentals during the month, 1 was cancelled due to the snow on January 30. There were 4 private parties held with an attendance of approximately 211 people with total fees received of \$270.00. One non-profit rented the facility with a total attendance of 30 people. The fee for received was \$40.00. The Board Room was used 3 times with 22 people attending, fee was \$55.00. Average number of expected guests was 22 with an average rental period of 3 hours. The total of fees collected in January was \$365.00. A check for the 4 rentals received in December 2009 and January's rentals was issued to the Town for a total of \$ 735.00.

Jesse Ramsey's group recorded their TV show on January 7 with approximately 10 guests attending. Bill Fuller hosted Footlights of the Blue Ridge on January 8 and 22.

The Chamber staff answered 33 calls for the Community & Hospitality Center, some of these were asking for contact information for the Town. 4 contracts were mailed to possible rental prospects. 1 information packet was sent out that included information on the Town of Rocky Mount.