

## MONTHLY STAFF REPORT

<b>DATE:</b>	January 4, 2009
<b>TO:</b>	Rocky Mount Town Council
<b>FROM:</b>	Janie Hopkins, Executive Director
<b>DEPARTMENT:</b>	Community & Hospitality Center Report/ FC Chamber of Commerce
<b>MONTH:</b>	December 2009

### Visitors 12/1/09- 12/31/09

Residents of Franklin County	4
Residents of Virginia	1
Out- of- State	4
International	0
Total	9

### Analysis of Out-of-State & International Visitors

Georgia	2
Indiana	2

### Visitor Information

Passing through	4
Visiting	3
Smith Mountain Lake	1
Events	2
Restaurant	2
Shopping	2

A total of 102 people came into the building during the hours that the Chamber was open. Nine signed the Welcome Center visitors log. The majority of visitors were attending events booked in facility. We are definitely seeing fewer visitors during the winter months..

## **Analysis of Rental Space**

The month of December had a total of twelve holiday activities booked, three were rescheduled due to bad weather. There were 6 private parties held with an attendance of approximately 205 people with total fees received of \$515.00. Two non-profits rented the facility with a total attendance of 120 people. The fee for one was \$60.00 and the other (FCHS) was not charged per the Town Manager. The Board Room was used 1 time with 12 people attending, fee was \$25.00. Total rentals for the month were 9. Average number of expected guests was 38 with an average rental period of 4 hours. The total of fees collected for December was \$600.00. A check for the 4<sup>TH</sup> quarter of 2009 rentals was issued to the Town on December 31 for a total of \$1400.00.

On December 5, the Community & Hospitality Center was used for Come to a Franklin County Christmas for two musical performances that attracted over 100 people during the evening. Jesse Ramsey's group recorded their TV show on December 10 with approximately 8 guests attending.

The Chamber staff answered 30 calls for the Community & Hospitality Center, some of these were asking for contact information for the Town. 9 contracts were mailed to possible rental prospects. 4 information packets were sent out that included information on the Town of Rocky Mount.