

MONTHLY STAFF REPORT

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

Visitors 2/1/10- 2/28/10

Residents of Franklin County	4
Residents of Virginia	11
Out- of- State	20
International	
Total	35

Analysis of Out-of-State & International Visitors

Michigan	2
North Carolina	16
South Carolina	2

Visitor Information

Staying the Night	2
Passing through	10
Visiting	4
Events	1
Restaurant	1
Ferrum College	16

The Welcome Center visitors' log showed 35 visitors during February. The ladies basketball team from Meredith College stopped in on their way to Ferrum, which was 16 of the 35, Visitation picked up slightly, especially from residents of Virginia.

Analysis of Rental Space

The month of February had a total of 6 rentals during the month. There were 2 private parties held with an attendance of approximately 65 people with total fees received of \$150.00. Three non-profits rented the facility with a total attendance of 110 people. The fees received were \$70.00. One government rental was recorded by The VA Extension Agency with 20 people at no charge. The totals of fees collected in February were \$220.00.

Jesse Ramsey's group recorded their TV show on February 4 with approximately 6 guests attending. Bill Fuller hosted Footlights of the Blue Ridge on February 13 and 26.

The Chamber staff answered 23 informational calls for the Community & Hospitality Center. Four contracts were mailed to possible rental prospects. 5 information packets were mailed that included information on the Town of Rocky Mount.

JH