

MONTHLY STAFF REPORT

DATE:	April 5, 2010
TO:	Rocky Mount Town Council
FROM:	Janie Hopkins, Executive Director
DEPARTMENT:	Community & Hospitality Center Report/ FC Chamber of Commerce
MONTH:	March 2010

Visitors 3/1/10- 3/31/10

Residents of Franklin County	27
Residents of Virginia	14
Out- of- State	5
International	2
Total	48

Analysis of Out-of-State & International Visitors

Maryland	1
Massachusetts	1
Pennsylvania	2
Washington	1
New Zealand	2

Visitor Information

Staying the Night	6
Passing through	7
Visiting	2
SM Lake	1
Events	1
Shopping	1
Ferrum College	2
Genealogy	1
Crooked Road	1
Relocation to Area	2
Census worker for information	1
Rocky Mt. Walking Tour	1

The Welcome Center visitors log showed 48 visitors during March. The Chamber staff is seeing more people stopping by as the weather gets warmer. Many of the local residents have come in to get vacation guides and other information for planning their summer get-a-ways.

Analysis of Rental Space

The month of February had a total of 6 rentals during the month. There were 3 private parties held with an attendance of approximately 105 people, with total fees received of \$330.00. One non-profit rented the facility for two separate events with a total attendance of 90 people. The fees received were \$70.00. One government rental was recorded by Franklin County Public Schools Foundation Board with 12 people at no charge. The Board Room was rented to a business with attendance of 15. The total of fees collected in March was \$600.00. A check for \$740.00 was submitted to the Town for February and March rentals.

Jesse Ramsey's group recorded their TV show on March 4 with approximately 5 guests attending. Bill Fuller hosted Footlights of the Blue Ridge on March 12 and 26.

The Chamber staff answered 23 informational calls for the Community & Hospitality Center. Six contracts were mailed to possible rental prospects. 3 information packets were mailed that included information about the Town of Rocky Mount.

Attachment(s): No