

MONTHLY STAFF REPORT

DATE:	May 3, 2010
TO:	Rocky Mount Town Council
FROM:	Janie Hopkins, Executive Director
DEPARTMENT:	Community & Hospitality Center Report/ FC Chamber of Commerce
MONTH:	April 2010

Visitors 4/1/10- 4/30/10

Residents of Franklin County	28
Residents of Virginia	16
Out- of- State	18
International	2
Total	64

Analysis of Out-of-State & International Visitors

Florida	3
Indiana	3
Maryland	1
Michigan	6
Missouri	1
North Carolina	3
London, England	1
Stockholm, Sweden	1

Visitor Information

Staying the Night	2
Passing through	12
Visiting	10
Restaurant	1
Shopping	2
Ferrum College	1
Genealogy	2
Other	3

The Welcome Center visitors log showed 64 visitors during April, 2010. The Chamber staff is seeing more local people stopping by, most of them are asking for information for planning their summer vacation. There have been more visitors from other areas this month due the warmer weather and some visitors wanting a short get-a-away prior to the busy summer vacation season.

Analysis of Rental Space

The month of April had a total of 6 rentals during the month. There were 5 private parties held with an attendance of approximately 195 people with total fees received of \$510.00. The Board Room was rented for a business meeting, a fee total of \$30.00 with an attendance of 12. The total of fees collected in was \$540.00.

Jesse Ramsey's group recorded their TV show on April 1 with approximately 3 guests attending. Bill Fuller hosted Footlights of the Blue Ridge on April 9 and 23.

The Chamber staff answered 47 informational calls for the Community & Hospitality Center. Four contracts were mailed to possible rental prospects. 2 informational packets were mailed which included information about the Town of Rocky Mount.