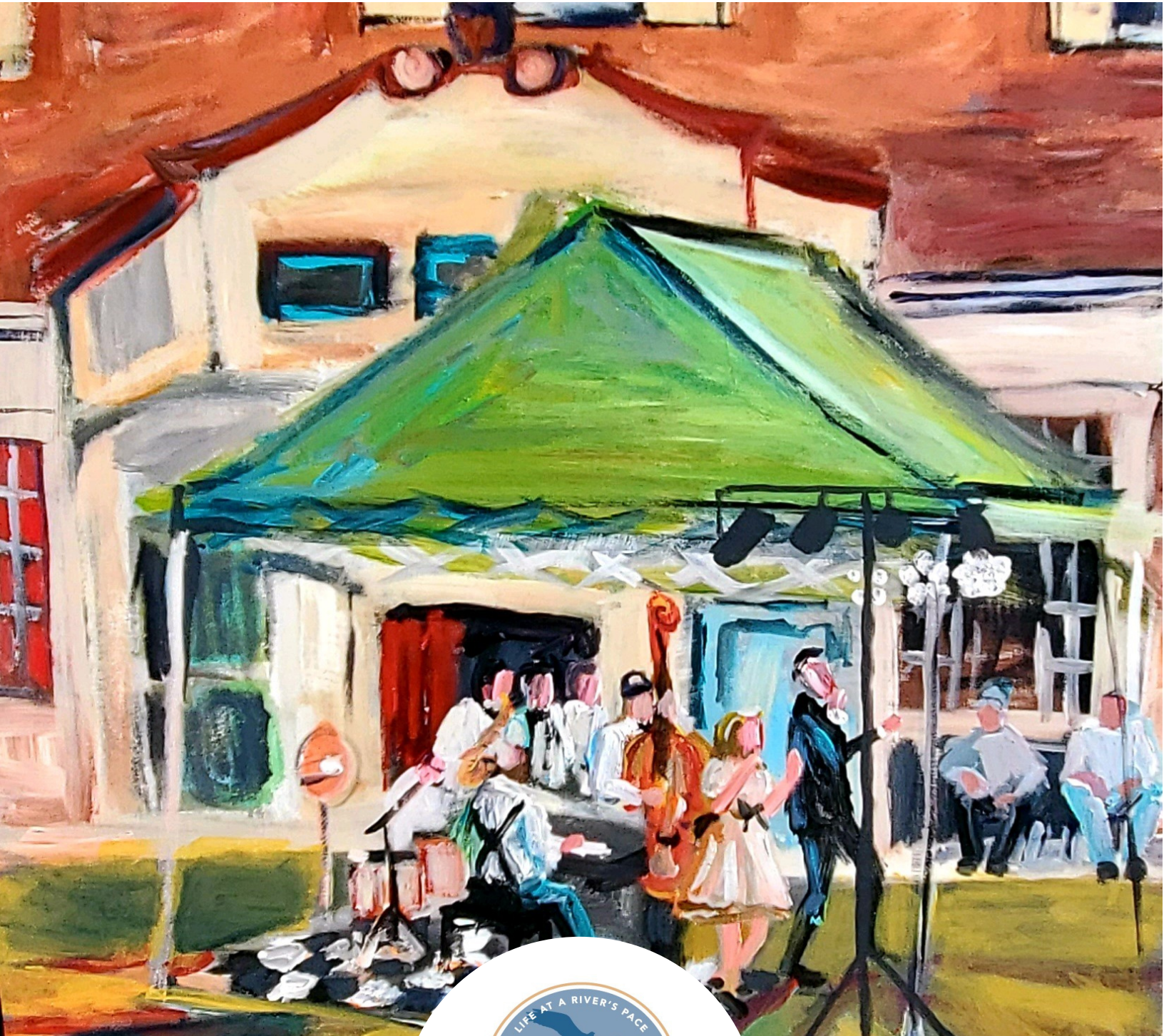


TAPPAHANNOCK MAIN STREET

2021
ANNUAL
REPORT



I am pleased to present the accomplishments for the first full year of Tappahannock Main Street in this 2021 annual report. To say I'm thrilled to be the first Executive Director of Tappahannock Main Street would be an understatement and I'm confident that the momentum we've built this year will continue to grow.

The impacts of the pandemic were prevalent throughout the county and we quickly recognized that none of this work would be possible without the consistent and engaged collaboration of our private, public, municipal, and nonprofit partners.

This year we embraced unique opportunities to support small business growth and relationships, reintroduce citizens to downtown through art and music, and celebrate our small town pride and charm. We believe each community member offers strength and ideas that help advance our collective goals. It has been a pleasure to meet and hear so many of you, and I look forward to many more of these personal engagements.

My sincerest thank you for the tremendous amount of energy and support. This is a true testament to the desire and need of a revitalized Tappahannock. We are ready to roll up our sleeves and get to work and we hope you will join us!



Beth Sharpe
Executive Director

2021 Board of Directors

John Harvey, President
Mavora Donoghue, Past President
Wright Andrews, Vice President
Tim Smith, Treasurer
Liz Russell, Secretary

Jim Acors	Jovita Kelly
Bernadette Barclay	Anita Latane
Connie Bermudez	Lori Lenz
Kay Carlton	Dana Smook
Travis Harris	Randy Shuford
Lorraine Justice	Meredith Tribble

FARMERS' MARKET

Over the last two seasons Tappahannock Farmers' Market (TFM) welcomed a significant increase in vendor participation, growing from 60 fulltime vendors in 2020 to 90 in 2021. This year we are on target to host 110 vendors, making our market the largest community farmers' market in the region. Last year we had an estimated monthly visitor attendance of 1,200 per market, and we expect attendance to increase to 1,500 in 2022.

ART INITIATIVES



In 2021, TMS launched the 3rd Thursdays Art Walk. This was a series of street festivals dedicated to showcasing artists and musicians. We teamed up with the DAW Theater Foundation, Essex County Museum, and Tappahannock Art Guild to bring a unique variety of music to the historic district. Citizens and visitors flooded the street to experience live art demonstrations, a free concert and specialty food and drinks. Our partner organizations, who had seen significant decrease in visitation due to the pandemic, even received some record daily visitation numbers.



Another important aspect to TMS is beautification efforts. Last year we were able to complete a mural project at the Rappahannock River Park. Artist Bernie Barclay of Love, Create, Art, painted a playful nature themed mural on the sewer pump station. This was also made possible through a generous donation from Sherwin-Williams of Tappahannock who donated all of the paint and supplies.



BUSINESS AFTER HOURS

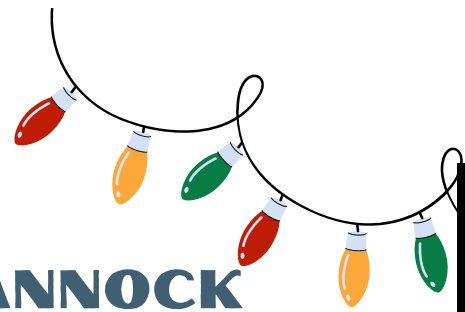
Last year we launched Business After Hours, an opportunity for our business owners and professionals to meet and network in a casual environment. The first event was hosted by Greg and Jennifer Huff at The Essex Inn and we had 27 attendees. This event will resume on a monthly basis in April 2022 and will be hosted at different locations throughout the year.



ESSEX BUSINESS FORUM

In October we hosted the Essex Business Forum where we welcomed Mike Williams of the Growth Coach to conduct a business strategy and growth workshop. This event was free to all participants and we had a total of 17 local entrepreneurs attend the session. Mr. Williams spoke on best practices for starting and growing small business, and he gave participants the proper tools and training to evaluate their business and identify opportunity for growth and partnership.





TAPPAHANNOCK WINTERFEST

Tappahannock WinterFest kicked-off with the decorating of Prince Street and Tappahannock Central Park. A huge thank you to all of the volunteers and Rappahannock Electric Cooperative for making this winter wonderland come to life! On Small Business Saturday, our Dashing Through Downtown promotion began with a total of 13 businesses participating. Shoppers visited stores to collect stickers to be entered to win multiple gift cards as well as donated door prizes. The 46th annual Christmas Parade on December 5, 2021 was a great success with over 70 units and hundreds of spectators, followed by a Community Tree Lighting ceremony and Merry Marshmallow Roast. The brand new Community Christmas Tree was customized with over 200 ornaments purchased by members of the community. It was truly inspiring to see the community and families come together to enjoy the free event. The following weekend, the WinterFest carnival and market launched with over 50 vendors, iceless ice-skating, live performances, games, prizes, bounce houses and more. There was no shortage of smiles or laughter!

PROGRAM HIGHLIGHTS

ONLINE PRESENCE

7,400

FACEBOOK

+75% followers

959

INSTAGRAM

year one

98,285

SOCIAL REACH

7,156

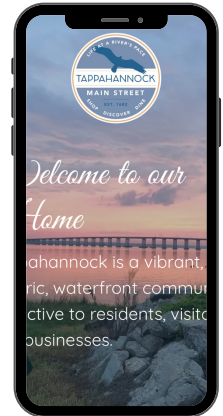
WEBSITE VISITS

year one

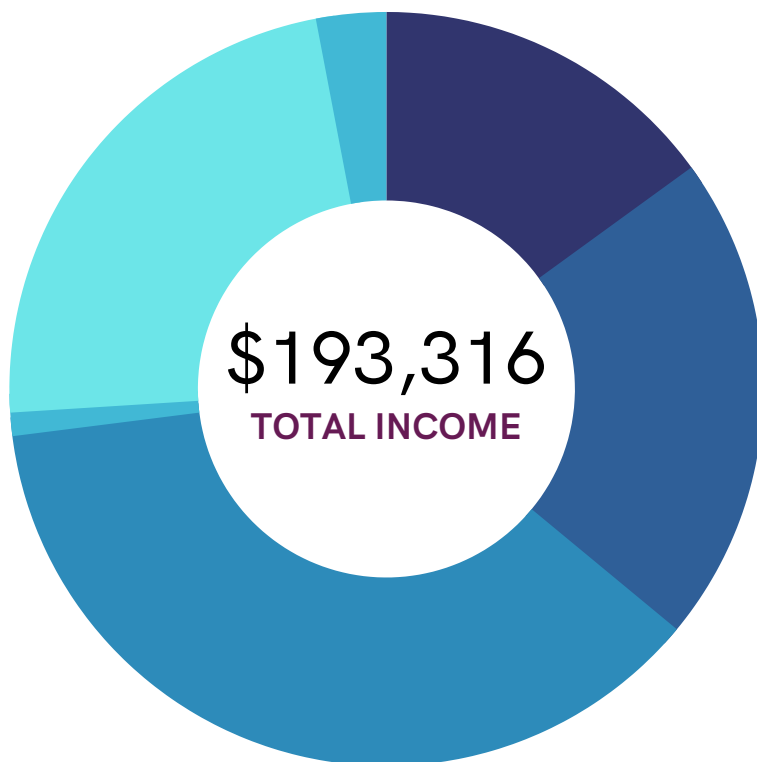
443

SUBSCRIBERS

year one

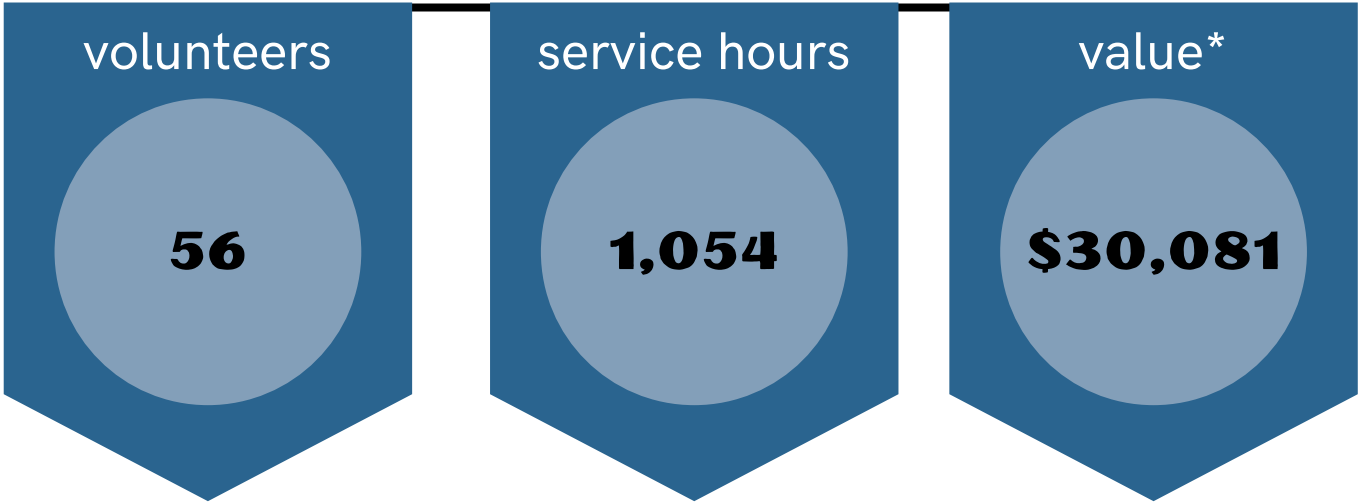


FINANCIAL STATUS



- 15% EVENT SPONSORSHIP
- 21% EVENT INCOME
- 37% CONTRACT
- 1% MISCELLANEOUS
- 23% IN-KIND
- 3% FOUNDATION/GRANT

HOORAY FOR VOLUNTEERS!



TMS IN NUMBERS

*Although we believe our volunteers are invaluable, according to the latest assessment by Independent Sector and Do Good Institute an hour of volunteered time is valued at \$28.54.



GRANTS AWARDED!

GRANTS

VIRGINIA MAIN STREET FINANCIAL FEASIBILITY

The grant is being utilized to conduct a financial and architectural feasibility study on the DAW Theater. TMS is working on this project in conjunction with the DAW Theater Foundation, Gerdorn Management Group, and Frazier and Associates. The final report will be available July 2022.

VIRGINIA MAIN STREET DOWNTOWN INVESTMENT

TMS was awarded this grant to complete a high visibility mural project in support of our thriving Farmers' Market. Keep an eye out for this addition to downtown early summer 2022.



MURAL COMING SOON!

THANK YOU

OUR GENEROUS EVENT SPONSORS

Acima Credit
Acors Country Store & Garden Center
Andrea Mitman
Andrews and Andrews, Attorneys-at-Law
Andrews Family
Apex Realty
Bance Family
Barbour Printing
Crying Shame
Colonial Farm Credit
Condrey Family
Essex County
Essex County Conservation Alliance
Essex County Economic Development Authority
Fitz Cabinetry & Design
Harvey Family
Homeland Title
Hometown Realty
Hot Mix VA Radio
House & Home Magazine
Java Jacks
Jay Courtney Floor Service Inc.
Karin Andrews
Kendall Farm
Lawrence Lindsey
Lenz Family
Lisa Mountcastle
Love. Create. Art.
Lowe's of Tappahannock
Mac & Boo Garrett
Mike & Tami Ward-Dahl
Mums and Bubs
NWP Energy
Oakstone Properties, David Holt
Paul & Dana Bartholomew
PRIMIS Bank
Prince Street Café
Rappahannock Electric Cooperative
Randy & Betsy Shuford
Rivah Lawn & Landscaping
RiverLand Insurers
River City Golf Carts
Sherwin-Williams Tappahannock
Smith Family
Strock Family
Tappahannock Memorial United Methodist Church
Tappahannock Rotary Club
Tignor Plumbing & Electrical
To Do Café
Town of Tappahannock
Tiffany Properties
VCU Health
WNNT
WRAR

Tappahannock Main Street is a 501(c)3 nonprofit organization. In order to continue our important work, we need your support! Downtowns drive the economy, and we strive to create a community that citizens want to live and work in by filling the streets with events and cultivating small business support.

To learn more visit www.tappahannockmainstreet.org

Tappahannock Main Street
315 Duke Street, Tappahannock, VA 22560
804-799-9419